



# COMPANY PROFILE

[WWW.MEDIALANDGROUP.COM](http://WWW.MEDIALANDGROUP.COM)

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Infotainment & Sports Events  
TV Studios

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# Why Media Land Group?

**Rush projects are the norm in Media Land, where pressure is always on.**

**Media Land boasts comprehensive construction expertise, covering every stage from concept to completion, including pre-construction. Forget about logistical headaches and international complexities.**

MLG is a premier construction company offering seamless project execution worldwide. With a dedicated team of 300 experts spanning four countries and continuous support, we prioritize quality and safety, overcoming any obstacle. Our strength lies in our global network, accessing top talent and innovative methods tailored to each project's location. Combining local expertise with international reach, we navigate cultural nuances and regulations, guaranteeing reliable project management.

**Building your vision, worldwide.**

**+17 YEARS**

Of Experience

**3 BRANCHES**

Dubai, Riyadh, Cairo

**+500**

Diverse Team Members

**+200**

Active Clients

# Our Values

## **United Strengths, Unified Goals**

Our success thrives on collaborative teamwork, where diverse skills seamlessly blend to achieve collective goals.



## **Communication & Expertise**

Clear, open dialogue within the team and beyond, coupled with individual technical prowess continuously fueled by learning, ensures accountability and loyalty to drive organizational success.

# Our Mission

## BEYOND EVENTS AND BLUEPRINTS, MLG STANDS FOR EXCELLENCE.

High standards, teamwork, and accountability fuel our success, while client satisfaction remains our ultimate measure.

We're ethically grounded, financially responsible, and committed to empowering our communities and employees.

# Fields of Expertise

In the Arab region, MLG works for clients spanning a wide range of industries, including:



**GOVERNMENT &  
SEMI-GOVERNMENT**



**CORPORATE**



**SPORTS &  
ENTERTAINMENT**



**REAL ESTATE**



**FINANCIAL  
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**GROUP HEALTH  
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**RETAIL AND  
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**AVIATION &  
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**AUTOMOTIVE  
INDUSTRY &  
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**PETROLEUM  
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**IT AND NEW  
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**ENERGY AND  
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**TOURISM &  
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# OUR SERVICES

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# EVENTS PRODUCTION

## COMPANY PROFILE



We don't just create inspiring Spaces for business.  
We create inspiring places for people





# HERITAGE FESTIVALS

Celebrating Traditions, Embracing Culture Where History Comes Alive

Project Executed

- Sheikh Zayed Heritage Festival
- Khan El Khalili King Abdulaziz Camel Festival
- Rashid bin Mohamed Ramadan Gathering



# SHEIKH ZAYED HERITAGE FESTIVAL

Land Area  
200,000 Square Meters

Build Up Duration  
2 Days Per Addition

Event Duration  
3 Months

Total Visitors  
2 million visitors

Awarding Year  
2016 Till 2021



# Overview

**Sheikh Zayed Heritage Festival**, held annually in Abu Dhabi, honors the legacy of the UAE's founding father, **Sheikh Zayed bin Sultan Al Nahyan**, while celebrating the nation's culture, heritage, and traditions. Spanning 200,000 square meters, the festival features exhibitions, traditional crafts, camel races, falconry shows, and fireworks. It attracts millions of visitors, showcasing diverse cultural displays from over 30 countries, including culinary offerings and live performances. The festival is a global celebration, holding several Guinness World Records and offering a unique blend of heritage and modern entertainment, making it a must-visit event for those interested in the UAE's rich history and vibrant culture.





# Event Planning & Management Solution

**Vision & Objectives:** Defined the festival's core goals, targeting audience, and theme focused on Sheikh Zayed's cultural and historical legacy, aiming to foster community spirit and highlight traditional values.

**Planning & Execution:** Created a detailed timeline to manage every phase efficiently, including venue selection, permits, vendor engagement, and budget allocation.

**Budgeting:** Prioritized resource allocation across logistics, marketing, entertainment, and contingencies to maintain financial balance.

**Collaborative Efforts :** Engaged stakeholders (clients, sponsors, suppliers) throughout the planning to exceed expectations with seamless coordination and communication.

**Risk Management:** Implemented proactive strategies to address challenges like weather disruptions and technical issues, ensuring smooth festival progression.

**Memorable Experience:** Focused on creativity and precision to deliver a unique, engaging festival that blended innovation with tradition, celebrating cultural richness and community.

**Outcome:** The festival honored Sheikh Zayed's legacy, uniting people in a spirit of celebration and cultural respect.





## Design & Build Up

The design and build-up of Sheikh Zayed Heritage Festival focused on creating visually appealing and functional spaces to enhance the attendee experience.

Combining creative design with technical expertise, the team transformed the venue into an immersive environment reflecting the festival's cultural significance.

Every detail, from layout to structure, was carefully planned to foster engagement, comfort, and a vibrant atmosphere that aligned with the festival's themes.



Key elements of Sheikh Zayed Heritage Festival included culturally themed exhibition booths, custom-built stages for performances, and thoughtfully crafted installations showcasing Emirati heritage. Each element was designed with both functionality and aesthetic appeal in mind, ensuring technical requirements were met and visual storytelling was enhanced. Executed with precision and high-quality materials, these components created a dynamic environment that embodied the festival's spirit and offered an unforgettable experience.



## Architectural Planning

Conduct site analysis and evaluation. Develop conceptual designs based on client requirements. Prepare detailed architectural plans including elevations. Ensure compliance with local building codes and regulations.

Coordinate with structural engineers and other consultants as needed.



## LOGISTICS & On-Site MANAGEMENT

Efficient logistics and on-site management were essential to the success of **Sheikh Zayed Heritage Festival**, ensuring seamless operations on event day.

The process focused on the coordination and execution of key elements, ensuring that all activities ran smoothly, and attendees had a positive experience.



**Event Day Oversight:** The on-site team ensured schedules were followed and departments operated as planned.

**Troubleshooting:** Quick solutions were implemented to address challenges without disrupting the experience.

**Coordination:** Logistics managed transportation and accommodations for VIPs, performers, and staff.

**Scheduling:** A structured timetable ensured timely performances, workshops, and seamless transitions.



## Themed Décor & Manufacturing

Sheikh Zayed Heritage Festival emphasized creating a visually captivating and culturally immersive atmosphere through meticulous décor and design.

Every aspect, from furniture selection to floral arrangements, was thoughtfully executed to reflect Emirati heritage and enhance the festival experience.

**Event Aesthetics:** Designed to reflect the UAE's cultural richness, creating an immersive atmosphere.

**Furniture and Installations:** Selected for both comfort and aesthetic appeal, enhancing functionality and visual impact.

**Floral Arrangements:** Elegant displays symbolized cultural traditions, adding vibrancy to the event.







## EXTERIOR FAÇADES



The design focused on creating visually appealing and functional spaces that enhanced the building's architectural character while blending seamlessly with its surroundings. This included selecting materials like stone, wood, glass, or metal for facades, ensuring durability, sustainability, and aesthetic harmony.

The design also considered pathways, lighting, and other features to complement the architectural vision, with careful attention to integrating the building into its environment for a unified, inviting outdoor experience.





**Cladding Works** focused on The final cladding works selecting materials that balanced durability, aesthetics, and performance. This involved coordinating the installation of cladding systems to ensure precise alignment with the architectural design, with special attention to thermal efficiency, moisture resistance, and weatherproofing.

Quality checks throughout the process ensured that the materials met design specifications, safety standards, and performance requirements, enhancing the building's visual appeal while providing reliable protection against environmental elements.





**Finishing Coating** focused on selecting colors and finishes that complemented the architectural and interior vision.

The process began with thorough surface preparation, followed by skilled application techniques to achieve the desired aesthetic effects, from simple finishes to intricate patterns. Attention was given to using high-quality materials and creating color schemes that reflected the cultural identity of the project.

Rigorous quality checks ensured consistency, durability, and flawless execution, resulting in a refined, visually striking finish that enhanced the overall design.





## KIDS NATION Zone

**Sheikh Zayed Festival** offers a unique experience with engaging activities, innovative shows, and inspiring competitions, perfect for creating unforgettable memories with friends and family. Kids Nations, part of the festival at Al-Wahhab, Abu Dhabi (2020-2021), was managed by Media Land Group.

They were responsible for designing, manufacturing, and decorating the venue, including maintaining the building, flooring, interiors, and branding. They also created the Fun Zone, sourcing equipment locally and internationally, and overseeing all staff operations and activities for a seamless experience.





## TECHNICAL PRODUCTION

### Audio, Visual & Lighting

**Sheikh Zayed Festival's technical production** plan was a sophisticated integration of engineering, logistics, and technology.

Modular pavilions with traditional designs were built using lightweight yet durable materials, while multi-purpose stages featured dynamic hydraulic and kinetic systems. Utilities included power grids, backup generators, and temporary plumbing, while advanced technology like AI-driven drone shows, LED lighting, projection mapping, and AR/VR installations enhanced the experience.

Safety and sustainability were key priorities, with regular inspections, fire suppression systems, solar panels, and waste management practices in place.

Centralized control rooms ensured seamless coordination of all systems, aligning with the festival's cultural and entertainment goals.





## BRANDING & IDENTITY

**Event branding** played a crucial role in shaping Sheikh Zayed Heritage Festival's identity, blending Emirati culture with a modern visual approach.

The process began with a custom logo inspired by traditional motifs and symbols of unity, which set the tone for the festival's visual identity.

A carefully selected color palette evoked warmth and cultural richness, while typography balanced tradition and innovation.

Consistent branding was applied across signage, printed materials, and digital assets, creating a seamless and immersive experience for attendees.

This cohesive branding not only reinforced the festival's cultural values but also heightened recognition and engagement, leaving a lasting impression of cultural pride and celebration.





## Marketing & Sponsorship Management

The marketing strategy for Sheikh Zayed Heritage Festival combined digital, social, and traditional media to drive attendance and build anticipation. The target audience, including locals, international visitors, and cultural enthusiasts, was reached through tailored messaging highlighting Emirati heritage and cultural unity. Digital efforts included personalized email campaigns, a dedicated event landing page, and social media engagement on platforms like Instagram, Facebook, and Twitter, sharing teasers and behind-the-scenes content. Paid ads on search engines and social media further boosted visibility, ensuring widespread awareness and excitement.

Influencers, cultural ambassadors, and event partners played a key role in amplifying the festival's reach through sponsored posts and collaborations. Traditional media, including flyers, posters, and partnerships with local newspapers and radio stations, helped spread awareness. Public relations efforts, such as press releases, secured coverage, while social media campaigns with event hashtags and contests generated excitement. This multi-channel strategy combined digital and traditional marketing to create a cohesive campaign, boosting engagement and solidifying the Sheikh Zayed Heritage Festival as a premier cultural celebration.



# Challenges



The project faced a tight timeline, requiring a 24/7 work schedule to boost productivity and efficiency. Scaffolding challenges, including weight calculations and wind speed considerations, were addressed through tailored solutions that balanced time and quality. Frequent client-requested changes added complexity, but effective communication ensured swift responses. Logistical obstacles, such as an unprepared site, further complicated the schedule, but our team remained adaptable, using innovative strategies to overcome delays and keep the project on track.



# RASHID BIN MOHAMED Ramadan Gathering

Land Area  
5,600 Square Meters

Build Up Duration  
21 Days

Event Duration  
30 Months

Total Visitors  
500,000

Awarding Year  
2016



## Overview

**Rashid Bin Mohamed Ramadan Gathering 2016** was a meaningful event celebrating the spirit of Ramadan through themes of charity, unity, cultural heritage, and spirituality. Established to honor Rashid Bin Mohamed's legacy of generosity and social responsibility, the gathering fostered community connections and upheld Islamic traditions. Highlights included a communal Iftar, charity initiatives supporting underprivileged families, and humanitarian projects.

Attended by dignitaries, residents, and expatriates, the event reflected the UAE's commitment to compassion, inclusivity, and cultural pride during the holy month.





## EVENT PLANNING & MANAGEMENT

The planning of Rashid Bin Mohamed Ramadan Gathering was a carefully coordinated effort, designed to celebrate community, spirituality, and the essence of Ramadan.

Guided by a vision of unity and inspired by Rashid Bin Mohamed's legacy, the event's objectives were to foster togetherness, reflect on traditions, and honor his contributions to the community.

A detailed timeline ensured seamless execution, from conceptualization to delivery, aligning every element with the gathering's purpose of spiritual enrichment and cultural connection.





## DESIGN & BUILD UP

Focused on crafting visually captivating and functional spaces that embodied the spirit of Ramadan.

Through seamless integration of creative concepts and technical precision, the team transformed the venue into an immersive environment with themed booths, stages, and decorative elements.

Meticulous attention to detail ensured a serene yet vibrant atmosphere, enhancing guest comfort and engagement while reflecting the event's cultural and spiritual significance.



## THEMED DÉCOR & MANUFACTURING

Rashid Bin Mohamed Ramadan Gathering focused on creating a serene, captivating, and spiritually enriching environment through thoughtful design. Key elements included:



**Event Aesthetics:** Design elements reflecting the spiritual and cultural significance of Ramadan, creating an immersive atmosphere.

**Furniture and Installations:** Comfortably selected furniture and installations enhancing functionality and visual appeal.

**Floral Arrangements:** Strategic floral displays symbolizing tranquility and renewal, adding vibrancy and sophistication to the space.



### Delivering a Memorable Experience

Rashid Bin Mohamed Ramadan Gathering combined creativity and precision to deliver an engaging and meaningful experience rooted in Ramadan's values.



**Thoughtful Décor,** curated programming, and a focus on spirituality, charity, and cultural heritage created an immersive space for connection and reflection.

Honoring the legacy of Rashid Bin Mohamed, the event united attendees in a shared celebration of tradition and community, leaving a lasting impact through meticulous planning and collaboration.



**The Final Cladding Works** focused on selecting durable, aesthetically pleasing materials that met functional and performance standards. This process included coordinating the installation of cladding systems to ensure precise alignment with the architectural design.

Emphasis was placed on verifying the materials' insulating and weatherproofing properties for thermal efficiency, moisture resistance, and long-term durability.

**Quality Checks Ensured the materials** and installation met design specifications, safety standards, and performance requirements, enhancing the building's visual appeal while providing reliable protection against environmental conditions.





## HERITAGE FESTIVAL

**The Finishing Coating** works focused on selecting colors and finishes that aligned with the architectural and interior vision.

The process began with surface preparation, including cleaning, priming, and sealing, to ensure a smooth, long-lasting finish.

Various application techniques, such as brush, roller, and spray, were used to achieve the desired aesthetic, whether simple or intricate.

Attention to detail in color schemes and materials reflected the cultural style of the participating country, ensuring harmony with the overall theme. Rigorous quality checks ensured consistent, durable, and flawless execution, resulting in a refined and visually captivating finish.





## Challenges

The project faced tight timelines, requiring a 24/7 work schedule to boost productivity and efficiency.

The implementation involved complex scaffolding, which posed challenges in calculating weights and wind speeds. The team overcame these by finding suitable solutions that balanced time and quality.

Client-requested changes added further complexity, but through effective communication and collaboration, the team responded quickly to evolving needs.

Logistical issues, such as an unprepared site, added to the challenge, but the team remained adaptable, implementing innovative solutions to mitigate delays and keep the project on track.



# PAVILIONS

Where History Meets Art Explore, Discover and Celebrate

Project Executed

- Al Foah Pavilion
- Khalifa Bin Zayed Al Nahyan Foundation
- National Library & Archives





# AL FOAH PAVILION

Land Area  
3,500 Square Meters

Build Up Duration  
21 Days

Event Duration  
3 Months

Total Visitors  
500,000

Awarding Year  
2016 to 2019





Al Foah Pavilion at Sheikh Zayed Festival is a 3,500-square-meter exhibition celebrating the UAE's rich heritage and its thriving date industry. Established by Al Foah Company, a leading date producer, the pavilion blends traditional Emirati architecture with modern design, offering an immersive experience into date cultivation, harvesting, and cultural significance.

Visitors can explore interactive exhibits on the history of date farming, enjoy date tastings, cultural workshops, and traditional Emirati music.

A standout feature is the Date Market, showcasing a variety of dates and date-based products. Designed by Media land Group 2016 to 2019, the pavilion remains a major festival attraction, highlighting the UAE's cultural and agricultural legacy.

## EVENT PLANNING & MANAGEMENT

The planning of Al Foah Pavilion at Sheikh Zayed Heritage Festival was a carefully orchestrated effort to celebrate the UAE's rich heritage through its date industry.

Aligned with the festival's theme, the pavilion highlighted the cultural and historical significance of dates in Emirati life while educating visitors about their role in the nation's agricultural legacy. From setting a clear vision to managing design, construction, and interactive exhibits, every detail was meticulously coordinated.

With precise timelines, budgeting, and vendor collaboration, the pavilion successfully delivered an engaging and memorable experience for all attendees.





## PAVILIONS



**Collaborative Efforts** was key to the pavilion's success, with seamless coordination between Al Foah Company, festival organizers, and stakeholders ensuring all elements aligned with the pavilion's vision.

Effective communication and teamwork enabled smooth execution, meeting visitor expectations.

**Risk Management Plan** addressed potential challenges, such as construction delays, technical issues, and weather disruptions, ensuring the pavilion's functionality and accessibility throughout the festival.

Al Foah Pavilion delivered a memorable and enriching experience through its thoughtfully designed exhibits, interactive displays, traditional workshops, and cultural performances. Visitors were immersed in the world of dates, learning about their agricultural processes and cultural significance in Emirati life.

By blending creativity with meticulous planning, the pavilion honored the UAE's heritage and fostered cultural unity, standing as a testament to the nation's traditions while offering a hands-on exploration of Emirati culture.



# DESIGN & BUILD UP

The design and construction of Al Foah Pavilion created an immersive experience that celebrated the UAE's date industry.

By blending traditional Emirati elements with modern design, the pavilion highlighted the nation's agricultural heritage while offering an inviting space for visitors to explore and connect with the culture of date production.

Every detail, from layout to execution, reflected the festival's theme of cultural unity and Emirati pride.



## Thematic Design:

The pavilion's design incorporated elements that reflected both the heritage of the UAE and the modernity of Al Foah as a leading date producer.

Traditional architectural motifs, such as intricate woodwork and local stone, were paired with contemporary design features, creating a dynamic space that resonated with both history and innovation.



# EXHIBITION SPACES

The pavilion included immersive exhibits that detailed the journey of date cultivation in the UAE.

From the planting and harvesting processes to the different varieties of dates, the layout of the exhibition spaces was designed to flow naturally, offering visitors a hands-on, educational experience.

Interactive displays, such as virtual timelines and digital touchpoints, engaged visitors with captivating stories about the history and importance of dates in Emirati culture.



**Tasting and Product Showcase Areas** The pavilion's centerpiece was the Date Market, where visitors could sample and purchase a variety of date-based products, from fresh dates to syrup and chocolates, while learning about their production.

Complementing this, cultural displays featured live Emirati music, traditional dances, and workshops, immersing visitors in the UAE's rich heritage.

Custom-built stages and seating areas, equipped with advanced sound and lighting, provided comfortable spaces for performances and interactive experiences, making the pavilion a vibrant cultural hub.



## Challenges

Al Foah Pavilion, like any large-scale venue, faced several challenges.

**Cultural Sensitivity and Authenticity** Ensuring that the pavilion accurately represents and respects local heritage, traditions, and culture

**Logistical Coordination** Managing the influx of visitors, ensuring smooth operations, and coordinating between different teams (security, vendors, performers) can present logistical hurdles, especially during peak times.

**Environmental Conditions** Given Al Foah's desert location, the pavilion was need to address issues related to extreme weather



# Khalifa Bin Zayed Al Nahyan Foundation

Land Area  
3,000 Square Meters

Build Up Duration  
21 Days

Event Duration  
4 Months

Total Visitors  
150,000 Visitor

Awarding Years  
2017 & 2018



# Overview

Khalifa Foundation Pavilion at Sheikh Zayed Heritage Festival showcases the Foundation's global. Humanitarian mission and the UAE's cultural heritage.

Spanning 3,000 square meters, it features a Heritage Museum with artifacts and multimedia displays that highlight the UAE's humanitarian efforts.

The pavilion also includes heritage shops offering culturally significant products and vibrant Emirati performances that celebrate traditional customs.

This immersive experience connects visitors to both the Foundation's mission and the UAE's rich history.



Media Land Group played a key role in designing and building the Khalifa Foundation Pavilion, reflecting traditional Emirati architecture while ensuring every detail celebrated the UAE's history and humanitarian efforts.

Over tow years, the pavilion attracted over 150,000 daily visitors, promoting the Foundation's global mission and fostering cultural pride.

Through this collaboration, the pavilion became a platform that honors the UAE's heritage and advances its humanitarian impact worldwide.



## EVENT PLANNING & MANAGEMENT

The planning of Khalifa Foundation Pavilion was a strategic process designed to highlight the Foundation's humanitarian mission while engaging visitors in a meaningful cultural experience.

The pavilion aimed to showcase UAE's philanthropic legacy, particularly Sheikh Zayed's contributions to global social responsibility.

With a clear vision to create an informative, interactive, and inspiring space, detailed planning covered everything from design and permits to budgeting and contractor selection, ensuring timely and effective execution while maximizing impact.



## DESIGN & BUILD UP

The design and build-up of Khalifa Foundation Pavilion was a carefully planned process focused on creating a visually striking, functional, and culturally immersive space.

The pavilion was designed to reflect the cultural significance of the festival while providing an engaging and educational environment for visitors, with every detail thoughtfully planned to support the Foundation's humanitarian mission and showcase the UAE's rich heritage.



Khalifa Foundation Pavilion featured custom exhibition spaces that highlighted the Foundation's humanitarian initiatives and the UAE's cultural heritage through interactive displays and modern presentation techniques.

A dedicated Heritage Museum showcased artifacts and visuals narrating the UAE's legacy in humanitarian action, blending historical and contemporary elements. Additionally, versatile performance spaces hosted Emirati heritage performances, workshops, and cultural showcases, with state-of-the-art sound, lighting, and seating ensuring an immersive experience for visitors.



## THEMED DÉCOR & MANUFACTURING

Khalifa Foundation Pavilion seamlessly blended Emirati cultural aesthetics with functional design, creating an immersive experience.

The décor, inspired by traditional Arabic art and geometric patterns, reflected UAE's rich heritage.

Custom furniture and installations were carefully selected for both comfort and cultural authenticity, while interactive exhibits and handcrafted displays highlighted the Foundation's humanitarian achievements.

This thoughtful integration of design elements enhanced both the pavilion's visual appeal and its purpose.



## PAVILIONS



### Material & Craftsmanship

Khalifa Foundation Pavilion featured high-quality materials and craftsmanship, with skilled artisans ensuring authenticity and attention to detail.

The design embraced sustainability, using eco-friendly materials and modular elements to minimize waste.

This innovative approach, combined with the pavilion's cultural and visual excellence, highlighted both Emirati heritage and the Foundation's humanitarian mission, offering visitors an engaging and memorable experience.



# Challenges

Khalifa Foundation Pavilion at Sheikh Zayed Heritage Festival faced several challenges, including a tight timeline, complex scaffolding, and site unpreparedness.

The team worked around the clock to meet deadlines, with an engineering team ensuring stability through precise calculations.

Client-requested changes added complexity, but open communication allowed for quick adaptations.

Despite logistical hurdles and tight schedules, the team remained resourceful, finding innovative solutions to keep the project on track and deliver the pavilion on time, meeting the festival's high standards.





# National Library & Archive Pavilion

Land Area  
3,000 Square Meters

Build Up Duration  
21 Days

Event Duration  
3 Months

Total Visitors  
500,000 Visitor

Awarding Years  
2015 to 2018



## Overview

National Library & Archives (NLA) Pavilion at Sheikh Zayed Heritage Festival showcases UAE's rich history and cultural identity through the "Memory of the Nation" exhibit. It highlights the achievements of the late Sheikh Zayed bin Sultan Al Nahyan in areas like education, healthcare, agriculture, and sports, using historical images, documents, and videos.

The pavilion also honors the rulers of the Emirates, the legacy of Sheikh Khalifa bin Zayed Al Nahyan, and the achievements of President His Highness Sheikh Mohamed bin Zayed Al Nahyan. It also aimed at enriching historical knowledge, the pavilion fosters patriotism, national identity, and Emirati values.

# EVENT PLANNING & MANAGEMENT



**Theme Selection:** The pavilion's yearly theme, "Memory of the Nation," promotes national identity and patriotism, aligned with UAE's goals and the festival's mission.

**Cultural Relevance:** Displays are designed to resonate with both local and international audiences, showcasing UAE's history, values, and achievements.

**Pavilion Design & Setup:** Inspired by traditional Emirati architecture and historic castles, creating a culturally authentic atmosphere.



**Content Curation:** Carefully curated archival materials, documents, photographs, and videos reflect the pavilion's theme.

**Showcasing Artifacts:** Historical documents and items are securely displayed with proper lighting and protective measures.

**Operational Management:** A dedicated team oversees curation, logistics, visitor management, and event programming.

**Technology Integration:** Interactive displays and projections enhance visitor engagement and provide additional insights into the exhibits.

**Impact of Effective Planning:** The Pavilion attracts diverse audiences, promotes UAE heritage, and fosters national pride, solidifying its status as a cultural cornerstone of Sheikh Zayed Heritage Festival.



## DESIGN & BUILD UP

**Exterior Design:** Inspired by Emirati landmarks like Al Maqtaa Fort and Tower, incorporating Arabic calligraphy, including Sheikh Zayed's quotes, and historical photos to highlight UAE's heritage.

**Interior Design:** Museum-style layout with thematic zones focused on UAE's founding, Sheikh Zayed's vision, and the nation's journey, featuring replicas, 3D models, and manuscripts.

**Outdoor Seating:** Comfortable areas with art installations reflecting NLA's vision and traditional majlis-style seating, blending comfort with Emirati aesthetics.



## THEMED DÉCOR & MANUFACTURING

National Library & Archives Pavilion integrates heritage preservation with visually striking design and functionality. Custom structural fabrication involved creating steel or aluminum frameworks for modular installation, with weather-resistant canopies featuring Arabic geometric patterns.



Decorative elements, like CNC-carved panels and arches, reflect Islamic and Emirati designs. High-quality bilingual signage was produced using laser-cut materials for visibility.

Traditional items, such as dhows and lanterns, were replicated for display. Custom seating and display stands incorporated Emirati craftsmanship, while interactive features, included enclosures for screens and touch-sensitive exhibits, were designed with heritage-inspired aesthetics.

Branding elements highlighted the National Library & Archives identity throughout the pavilion.





# Challenges

National Library & Archives Pavilion at Sheikh Zayed Heritage Festival faced several challenges, including logistics, layout optimization, and coordinating setup and takedown within the festival timeline.

Key considerations included safely transporting exhibits and artifacts, ensuring accessibility and safety while designing an engaging visitor experience.

Media Land Group team addressed these challenges effectively, successfully blending modern innovation with traditional storytelling, and showcasing UAE's rich cultural heritage in an engaging, memorable way.



# CORPORATE EVENTS & VENUE MANAGEMENT

Crafting impactful events in extraordinary spaces, where business meets excellence

## Project Executed

- BORN PINK Concert
- Ferrari Festival
- IIA Gala Dinner
- MBRHE Annual Ceremony
- Walid Rizk conference
- Dubai Police International Call Center Award
- Happy Together Event
- Martyrs' Sons Celebration
- Nakheel National Day
- Zayed Humanitarian Day
- Express Your Love for UAE Initiative
- Imam Malik Graduation
- MDL Beast
- Repton School - National Day
- Zayed Charitable Exhibition



# Dubai Police International Call Center Award

Land Area  
1,500 Square Meter

Build Up Duration  
1 Day

Event Duration  
1 Day

Total Visitors  
500

Awarding Year  
2019



حكومة دبي  
GOVERNMENT OF DUBAI

جائزة شرطة دبي الدولية لمراكز الاتصال  
Dubai Police International Call Center Award

Coffee Break

تتواصل ونحمي، نتذكر ونبني.  
Smart. Secure. Together.

مجموعة  
MEDIANLND  
GROUP

SPS

AVAYA

# Overview

Dubai Police International Call Center Award 2019 was a prestigious event that recognized outstanding achievements in the field of customer service, specifically within the realm of emergency and non-emergency call centers.

The award ceremony was designed to honor excellence in providing timely, effective, and efficient communication services that contribute to public safety and satisfaction. Held annually, the event brought together leaders in law enforcement, customer service, and technology, showcasing innovative solutions and best practices that elevate the quality of call center operations.

In 2019, Dubai Police International Call Center Award gathered global industry professionals, government officials, and representatives from leading call center solutions providers to celebrate the advancements and improvements in call center services.

The award highlighted the role of technology in optimizing emergency response times, ensuring accurate and efficient communication, and enhancing the overall customer experience for individuals seeking assistance.

The event's success reflected Dubai Police's commitment to fostering innovation in public service and enhancing its emergency services infrastructure, setting a benchmark for excellence in the region and globally.







## EVENT PLANNING & MANAGEMENT

The event's concept was developed to celebrate excellence in the field of customer service, particularly in emergency and non-emergency call centers, while also highlighting the important role of technology in modernizing these services. The objective was to bring together key industry leaders, government representatives, and technology innovators to acknowledge achievements and promote best practices in the public service sector.

**Timelines & Budget Management:** With a tight timeline leading up to the event, careful attention was given to managing the event schedule to ensure all aspects, from invitations to the final award presentation, were on track. Budgeting was meticulously planned to ensure that all expenses, including venue rental, catering, technology setups, and entertainment, were accounted for without exceeding the allocated amount.

**On-Site Management:** On the day of the event, on-site management was crucial to maintaining the flow of activities. The team managed guest arrivals, ensuring smooth check-in processes and escorting VIPs to designated areas.





## TECHNICAL PRODUCTION Audio, Visual & Lighting

For a high-profile event like the Call Center Award, high-quality audio & visual systems were essential to ensure that every speech, presentation, and award announcement was captured and broadcast seamlessly.

The sound system was designed and configured to suit the acoustics of the venue, with strategically placed speakers to provide consistent sound coverage throughout the event space.

Lighting played a key role in creating an engaging atmosphere that highlighted key moments during the ceremony, such as award presentations and special guest speeches.

The technical team worked closely with the stage designers to ensure that all technological components were seamlessly integrated into the event's layout. This included the setup of large digital screens for live projections, branding, and award-related content, along with interactive displays showcasing key statistics and achievements in the call center industry.

The Technical Production, Audio, Visual and Lighting Services for The Dubai Police International Call Center Award 2019 were key to delivering a flawless, high-impact event.



# THEMED DÉCOR & MANUFACTURING

Themed Décor was thoughtfully conceptualized to reflect the core values of Dubai Police, emphasizing innovation, professionalism, and excellence in customer service, while aligning with the event's sophisticated and formal tone.

Décor design was inspired by the themes of technology, communication, and public service, in keeping with the focus on the call center industry. A modern and sleek aesthetic was chosen, combining elements of professionalism with innovative, tech-inspired touches.

The décor was designed to complement the event's purpose of celebrating achievements in customer service, with a cohesive visual identity that ran throughout the venue, ensuring a seamless and immersive atmosphere.



Custom-Designed Furniture pieces were incorporated into the event to ensure both comfort and style.

The seating areas for guests, VIPs, and award recipients were elegantly arranged, with high-quality chairs and tables that reflected the professional tone of the event. Each seating arrangement was designed to facilitate easy flow, keeping in mind the dynamics of the ceremony and the need for smooth transitions.

The décor included sleek, modern elements like LED-lit walls and projection mapping that highlighted the technological aspect of the awards. These tech-driven features added a dynamic, futuristic touch to the overall design, aligning with the theme of innovation in the call center industry.



## BRANDING & IDENTITY

The branding focused on reflecting the values of Dubai Police and the importance of excellence in customer service, with a modern, clean, and sophisticated visual style that resonated throughout the event.



The event signage was a key part of the branding strategy, ensuring that attendees could easily navigate the venue while reinforcing the event's identity.

Custom-designed signs were placed throughout the venue, including directional signs, sponsor boards, and banners. The signage prominently featured Dubai Police logo and the award's key branding elements, ensuring consistency in design. Wayfinding signage was strategically placed at entrances, around the stage area, and in high-traffic locations to ensure that guests could move smoothly through the event.

In conclusion, the Event Branding for Dubai Police International Call Center Award 2019 successfully created a cohesive and professional brand identity that resonated throughout the event.



# Challenges

Dubai Police International Call Center Award 2019 faced several challenges during its execution, which required the team to demonstrate flexibility, creativity, and efficient problem-solving.

A tight timeframe created pressure for swift coordination between multiple stakeholders, while complex logistics and venue adjustments added to the complexity of the setup.

Technical issues, particularly with the live streaming and digital content integration, also posed challenges, but a dedicated technical team worked tirelessly to resolve these issues in time for the event.

Additionally, last-minute changes in branding and sponsorship materials caused delays, requiring quick adaptations while maintaining the event's cohesive visual identity. Throughout the process, the team maintained open communication with Dubai Police and other stakeholders, ensuring all adjustments were addressed promptly.

Despite these hurdles, the team's resourcefulness and efficient management ensured that the event was completed on time, meeting the high standards expected by Dubai Police and its partners, ultimately delivering a successful and memorable awards ceremony.





# EXPRESS YOUR LOVE FOR UAE INITIATIVE

No. of Locations  
30 Location

Build Up Duration  
20 Days

Campaign Duration  
1 Year

Total Participants  
1 Million

Awarding Year  
2016





## Overview

Express Your Love for UAE Initiative 2016 was a nationwide campaign under Aqdar empowerment programmed and under the patronage of Sheikh Saif bin Zayed, Deputy Prime Minister and Minister of Interior.

The initiative aimed at fostering national pride, unity, and a deep sense of belonging among citizens, residents, and visitors of the United Arab Emirates. Launched in celebration of the nation's heritage and achievements, the initiative provided a platform for people to express their love and appreciation for the UAE in creative and impactful ways.

Express Your Love for UAE Initiative 2016 successfully united people from diverse cultural and social backgrounds, reinforcing the UAE's reputation as a nation built on inclusivity, tolerance, and shared progress.

By providing a platform for heartfelt expressions of gratitude and admiration, the campaign strengthened the bond between the people and the nation, creating lasting memories and a deeper connection to the UAE's identity and vision for the future.

The campaign also featured a wide range of activities and events,

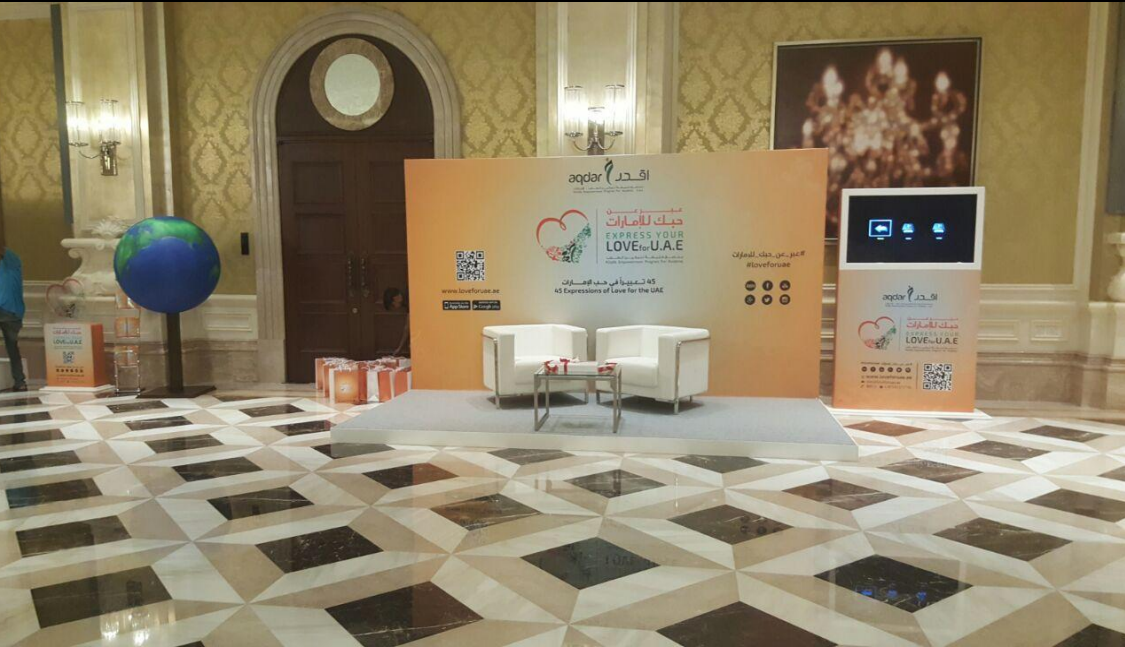
This initiative reflected UAE's core values and celebrated its remarkable journey of growth and prosperity, inspiring both current and future generations to cherish and contribute to its continued success.



# EVENT PLANNING & MANAGEMENT

Express Your Love for UAE Initiative demanded comprehensive planning and execution to ensure its success as a nationwide campaign celebrating UAE's heritage, achievements, and unity.

The event planning and management process involved meticulous coordination and innovative strategies to engage diverse communities and achieve the campaign's objectives.



**Concept Creation:** Developed a unified campaign theme that resonated with national pride and inclusivity. This included defining objectives, messaging, and activities that encouraged participation from citizens, residents, and visitors.

**Timeline and Objectives:** Established clear milestones, from the initiative's launch to its culmination, ensuring smooth execution of events and activities across various emirates.

**Budgeting:** Designed a comprehensive budget plan to allocate resources effectively, balancing costs for logistics, promotional activities, and community engagement.

The comprehensive planning and management of the Express Your Love for UAE Initiative played a pivotal role in its success, fostering a deep connection among participants while showcasing the UAE's unity and cultural richness



The goal was to create an environment that embodied national pride while offering an interactive and memorable experience for all attendees. This was achieved by combining creative design with technical expertise to craft spaces that were both aesthetically appealing and practically effective.

**Thematic Design Concept** The event's design was rooted in the theme of celebrating UAE's cultural heritage, unity, and progress. Large-scale installations were created to reflect iconic elements of UAE, such as its national colors, landmarks, and symbols of unity. These were used to create immersive environments where attendees could engage with the message of the initiative.

**Custom-Built** interactive elements, such as digital screens, photo booths, and message boards, allowed participants to express their love for UAE. Visitors could write their messages, take pictures, and engage with displays that showcased UAE's heritage and future.



Stages were set up for live performances, cultural showcases, and speeches, designed to accommodate large crowds while maintaining the connection with the performers. The stage designs incorporated elements of UAE culture, such as traditional patterns and modern touches, creating a stunning visual impact.

**Custom branding solutions** were integrated into the overall design of the event, ensuring the message of national pride was visible throughout all the venues. Signage and large-scale displays were used to direct attendees and promote the campaign, utilizing UAE's national colors and symbols for brand consistency.

The event's design also focused on providing functional layouts that facilitated smooth crowd flow and accessibility.

Key spaces were strategically placed to allow easy navigation, with areas for seating, social interactions, and cultural displays ensuring a comfortable and enjoyable experience for all attendees.







# THEMED DÉCOR & Manufacturing

The themed décor and manufacturing services played a pivotal role in creating an immersive, visually stunning environment.

The design focused on the nation's iconic symbols, rich culture, and national colors, ensuring every element reflected the essence of the UAE's identity while enhancing the attendee experience.



**Custom-designed** Furniture pieces, such as seating areas and lounge zones, were designed specifically for the event. These were crafted using high-quality materials, with cushions and upholstery reflecting the UAE's national colors and traditional patterns.

**Grand Entrance Design** The entryways featured large-scale, visually impressive archways and sculptures inspired by the UAE's national colors and the initiative's theme. These grand entrance elements created a dramatic first impression and symbolized the gateway to a truly immersive UAE experience.

Iconic life-sized cut-outs, photo frame and Hashtags, were set up at key points throughout the venue, offering attendees the chance to take memorable photos with themed backdrops.

By carefully crafting each element of the event's visual identity, the initiative created a memorable and engaging atmosphere for attendees, inviting them to celebrate the beauty, history, and spirit of the UAE.



## Branding & IDENTITY

Express Your Love for UAE Initiative 2016 required a comprehensive well-rounded and dynamic strategy to successfully engage a wide range of attendees and create excitement for the event.

Printed Media and Traditional Advertising Billboards and posters were strategically placed throughout high-traffic areas in major cities such as Dubai, Abu Dhabi, and Sharjah, as well as at transportation hubs, shopping malls, and public spaces.

Newspaper Ads Full-page and half-page ads were placed in major newspapers and magazines to reach a broader audience, especially those who may not be active on social media.

Flyers and Brochures Distributed in community centers, cultural institutions, universities, and tourist spots, these materials helped spread awareness and encourage participation.







# Challenges

Express Your Love for UAE Initiative faced several challenges throughout its planning and execution. The tight timeline required the team to work under intense pressure, ensuring that all elements of the event were in place before the official launch.

The multiple venues of the initiative's events, presented logistical challenges. The team had to work with a limited space of time, in more than one event at the same day, requiring careful planning and coordination to create a functional solutions that met the needs of client.

Additionally, unforeseen challenges related to some sites' readiness arose, requiring adjustments to the original plans. However, through creative problem-solving and dedicated teamwork, the challenges were addressed, ensuring the event went ahead without major delays.

In the end, the Express Your Love for UAE Initiative 2016 successfully overcame these obstacles, providing a memorable and impactful experience that celebrated the spirit of the UAE, completed on schedule and exceeding expectations.



IIA

# Gala Dinner

Land Area  
3,500 Square Meter

Build Up Duration  
3 Days

Event Duration  
1 Day

Total Guests  
2,000

Awarding Year  
2018



## Overview

The Institute of Internal Auditors Gala Dinner 2018 was a prestigious event held at the iconic Meydan Hotel in Dubai, celebrating the achievements and contributions of internal auditors across industries.

This elegant evening brought together professionals, thought leaders, key stakeholders in the audit and governance community and VIP guests for an evening of networking, recognition and entertainment.

The IIA Gala Dinner highlighted the growing importance of internal auditing in enhancing corporate governance, risk management and operational efficiency. It also served as an opportunity to celebrate the progress made by the profession while fostering dialogue on emerging trends and challenges.

The Gala Dinner was a memorable event that combined elegance, thought leadership and celebration, leaving a lasting impression on all who attended.



## EVENT PLANNING & MANAGEMENT

The IIA Gala Dinner was a prestigious event held at the iconic Meydan Hotel in Dubai, celebrating the achievements and contributions of internal auditors across industries.

The theme of the event was " **A Night in Dubai – Festival of Nations** ", where several entertainment segments were presented from all around the world.

The IIA Gala Dinner was a memorable event that combined elegance, thought leadership and celebration, leaving a lasting impression on all who attended.

Objectives focused on creating a luxurious environment that celebrated achievements, facilitated networking, and left a lasting impression on attendees.

**Budget Management:** A well-structured budget ensured optimal allocation of resources while maintaining the high standards expected for such a prestigious event.

Custom branding elements, such as backdrops, banners, and podium designs, reinforced the event's theme and identity.

**Equipment and Technology** AV equipment, including high-definition screens, a professional sound system and the HD projection were carefully managed to enhance presentations and entertainment.

**Activities and Entertainment:** Vendors were sourced for live music, cultural performances, and other entertainment, ensuring an engaging and enjoyable program for attendees.

**On-Site Management:** and Troubleshooting Seamless Execution A dedicated team of event managers supervised all on-site activities, ensuring everything ran according to plan.









## CORPORATE EVENTS

The Design & Build up for the IIA Gala Dinner was centered around creating a visually captivating and functional environment that enhanced the overall experience for guests. From the entrance gates to the stage design and themed props, every element was thoughtfully crafted to reflect the professionalism and elegance of the internal auditing community while maintaining a memorable, interactive atmosphere.

The event's branding and visual identity were seamlessly integrated into the design of the space. From the entrance gates to the stage backdrop, logos and thematic motifs. Custom-made banners, digital screens, and podiums were designed to blend the IIA's corporate identity with the luxurious ambiance of the venue.

The stage was designed as the focal point of the event, with a modern yet refined look that accommodated the international entertainment shows, the award presentations and speeches.



## DESIGN & BUILD UP



LED screens were incorporated into the stage setup to display real-time visuals, allowing for a dynamic and engaging presentation of awards and acknowledgments.

The reception area was carefully planned to ensure smooth guest arrival, with clear signage, photo wall, decorative cut-outs and branding elements to welcome attendees.

The Design & Build up for the Gala Dinner transformed the Meydan Hotel into an elegant and functional space that enhanced the guest experience and reinforced the evening's theme.

Custom-designed elements contributed to a seamless flow of activities and provided attendees with immersive, memorable experiences. The successful execution of the design and build process played a critical role in creating a sophisticated atmosphere that celebrated excellence in internal auditing.



# TECHNICAL PRODUCTION

## Audio, Visual & Lighting

The Technical Production, Audio, Visual, and Lighting Services for IIA Gala Dinner played a crucial role in bringing the event to life, ensuring a seamless and immersive experience for all attendees.

By combining state-of-the-art equipment, expert technical support, and carefully planned integration, these services elevated the overall ambiance and program flow, delivering a world-class event.

High-definition LED screens and projectors were strategically placed throughout the venue to provide visual clarity for the audience.

HD projections equipment were used in this evening for the spectacular shadow show which presented a story of a man travel around the world and continents to reach Dubai where the event took place.

A professional sound system was deployed to ensure clear and balanced audio throughout the venue.

Audio engineers worked on-site to maintain optimal sound levels and clarity, ensuring the smooth delivery of speeches, announcements, and performances.

Ambient lighting bathed the venue in a warm, welcoming glow, while spotlights were used to highlight the stage, key speakers, and award presentations.

The stage was equipped with technology to accommodate video presentations, speaker decks, and live feeds, providing technical support to speakers and ensuring smooth presentations.



# THEMED DÉCOR & MANUFACTURING

The Themed Décor & Manufacturing Services for IIA Gala Dinner were meticulously crafted to elevate the event's atmosphere, ensuring that every design element was aligned with the event's theme of professionalism, elegance, and celebration.

From the entrance to the dining areas and stage, The primary design concept focused on sophistication and excellence, mirroring the values of internal auditing.

The décor was designed to reflect IIA's identity, integrating the organization's logo and branding seamlessly into various elements of the event. Custom patterns, logo placements, and color schemes were consistently applied across the venue to maintain a unified, professional look.

Themed elements, such as custom signage with IIA logo and decorative arches at the event's entrance, created a sense of arrival and excitement for guests as they entered the venue.



This ensured that every detail was executed to perfection and that the décor was aligned with the event timeline.

Every element of the décor, from the positioning of furniture to the selection of floral arrangements, was carefully planned and executed. The result was a beautifully cohesive environment that reflected the event's prestige and created a memorable experience for all attendees.

The Themed Décor & Manufacturing Services for IIA Gala Dinner were instrumental in creating an atmosphere of luxury, elegance, and celebration. From the sophisticated furniture and elegant floral arrangements to the carefully crafted event props, every design element enhanced the overall guest experience. The result was an immersive environment that not only reflected the values of IIA but also provided an unforgettable evening for all attendees.







# Challenges

The IIA Gala Dinner 2018 was a prestigious event that presented several challenges during its preparation and execution. The event involved meticulous planning, coordination, and timely execution to ensure that all aspects, from guest experience to technical setup, were flawlessly managed.

**Tight Timeline and Pressure to Meet Deadlines,** One of the primary challenges for IIA Gala Dinner was the tight timeline for event preparation.

**Managing a large and diverse group of guests** presented its own set of challenges. The event involved a mix of VIPs, speakers, sponsors, and general attendees, each with different needs.

**Client-Requested Changes,** As with many high-profile events, client-requested changes arose throughout the planning process. Last-minute changes to the event schedule, and additional requests for personalized experiences added pressure to the planning team.

Given the prestigious nature of the event and the presence of high-profile attendees, security and safety were top priorities. Ensuring the integrity of the venue and the safety of all guests, including VIPs, speakers, and sponsors, was essential. With a large number of attendees, controlling access points, ensuring a safe environment, and handling any emergencies were critical concerns.

Despite these challenges, IIA Gala Dinner was a resounding success. The organizing team's ability to adapt quickly, coordinate efficiently, and maintain a high standard of service ensured that the event went off without a hitch.

The event showcased the team's expertise in managing large-scale, high-profile functions, reaffirming the ability to overcome challenges and deliver a world-class experience.





حكومة دبي  
GOVERNMENT OF DUBAI

مؤسسة محمد بن راشد للإسكان  
Mohammed Bin Rashid Housing Est.

# MBRHE ANNUAL CEREMONY

Land Area  
500 Square Meter

Build Up Duration  
1 Day

Event Duration  
1 Day

Total Visitors  
300

Awarding Years  
2019 to 2024





## Overview

Mohammed Bin Rashid Housing Establishment (MBRHE) is a prominent governmental organization in Dubai, established in 2007, with the aim of providing sustainable and high-quality housing solutions for Emirati citizens.

The organization operates under the vision of Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai. MBRHE plays a crucial role in enhancing the quality of life for UAE nationals by addressing housing needs and contributing to the nation's development.

The annual employee ceremony took place on December of every year, at the InterContinental Dubai Festival City. Under the patronage of CEO,

the event was attended by the leadership team, department directors, and many employees.

The ceremony aimed to strengthen team bonds and promote a collaborative work environment, celebrating employees' contributions toward providing pioneering and sustainable housing services.

Highlights included a documentary showcasing MBRHE's key achievements, an awards segment honoring outstanding employees, and various entertainment programs.



## EVENT PLANNING & MANAGEMENT

Effective event planning and management were critical to the success of Mohammed Bin Rashid Housing Establishment's annual ceremonies, held between 2019 and 2024. These ceremonies celebrated achievements, fostered employee engagement, and reinforced the organization's mission and values.

**Objective Recognition and Motivation** Celebrating employees' contributions, promoting teamwork, and inspiring continued excellence.

**Communication of Vision** Highlighting organizational milestones and future goals in alignment with MBRHE's vision.  
**Team Building** Strengthening relationships among leadership and employees to foster collaboration.

Focused on fostering innovation and rewarding excellence. Introduced new award categories and digital enhancements.

The Annual ceremonies held by MBRHE between 2019 and 2024 reflected meticulous planning and execution, aligning with the organization's mission to enhance employee engagement and promote excellence.



# DESIGN & BUILD UP

Annual ceremony of Mohamed Bin Rashid Housing Establishment (MBRHE) is a prestigious event that likely reflects the organization's mission to enhance housing services for Emirati citizens.

Designing and building up such an event requires a blend of innovation, elegance, and cultural sensitivity.



## Event Design Theme Evolution (2019-2024)

Each year, the design could reflect a theme aligned with MBRHE's achievements, milestones, and vision for the future.

### 2019 Foundations of Innovation

Theme Celebrating the establishment's foundation and the innovative solutions offered in housing.

Design Modern Emirati architecture with digital displays showcasing the history and progress of MBRHE.

### 2021 Empowering Communities

Theme Showcasing how housing projects have improved lives and empowered communities. Design Family-focused setup with testimonials and life-sized models of housing projects.

CORPORATE EVENTS

2022 Digital Transformation

Theme Embracing technology in housing services.  
Design Futuristic aesthetics with VR/AR booths showing 3D models of housing units.

2023 Decade of Excellence

Theme Celebrating 10 years of milestones in housing excellence.  
Design Luxurious setup with golden accents, a timeline installation, and projection mapping.

2024 Vision for the Future

Theme Envisioning the next phase of housing for Emiratis.  
Design Immersive experiences with holographic displays of future projects.



**Stage Design:** Reflect the annual theme with LED backdrops, dynamic lighting, and modular designs. Integrate Arabic calligraphy and traditional patterns for a cultural touch.

**Exhibition Zones:** Interactive displays for housing projects, timelines, and upcoming plans.

Augmented reality experiences to engage attendees.

**Seating Arrangement:** Customizable seating based on the theme, from intimate round tables to theater-style arrangements.

This design and buildup plan ensures a memorable and impactful annual ceremony for the Mohamed Bin Rashid Housing Establishment, showcasing its dedication to innovation, community, and the future of housing.



## TECHNICAL PRODUCTION

### Audio, Visual & Lighting

To produce a comprehensive plan for the Mohamed Bin Rashid Housing Annual Ceremony from 2019 to 2024, encompassing Technical Production, Audio-Visual (AV), and Lighting Services

#### Audio-Visual Services

State-of-the-art audio-visual and lighting equipment.  
High-lumen projectors for large-scale displays.  
LED video walls for dynamic presentations.  
Wireless microphones for speakers and performers.  
High-quality streaming setup for online audiences.  
Content Creation Professional visuals, animations, and presentations aligned with the event's theme.

#### Lighting Services

Intelligent moving lights for dynamic stage effects.  
Warm lighting for formal segments and themed colors for illuminate venue exteriors with eco-friendly LED fixtures.  
Accent lighting to guide attendees.

#### Event Planning and Execution

Ensure yearly themes reflect the progress and vision of Mohamed Bin Rashid Housing initiatives.  
Full technical run-throughs with all equipment.  
Performance rehearsals to finalize timing and cues.  
Dedicated technical team for real-time troubleshooting.





# ENTERTAINMENT & ACTIVATES

Mohammed Bin Rashid Housing Establishment (MBRHE) hosts an annual ceremony to highlights of the event Documentary Screening film showcasing MBRHE's significant accomplishments in 2024.

Awards Segment recognition of outstanding employees for their Entertainment Programs various activities that added joy and vibrancy to the event.

These elements reflect MBRHE's commitment to fostering a culture of excellence and innovation, as well as strengthening team cohesion.

He institution emphasizes the importance of professional development and employee engagement in achieving its strategic







## BRANDING & IDENTITY

Creating a cohesive and recognizable event identity for Mohamed Bin Rashid Housing Annual Ceremony requires a blend of consistent branding elements, cultural resonance, and adaptability to evolving themes over the years. Consistent usage of fonts, colors, and iconography across all years.

introduce subtle annual variations reflecting each year's specific theme.

Annual Themes and Sub-Branding Developed yearly themes tied to Mohamed Bin Rashid Housing's goals .  
Introduced thematic design elements while maintaining the overarching brand.

### Brand Continuity and Evolution

Maintain consistency in visual and thematic elements across years for strong recognition.

Gradual evolution to reflect the growth and achievements of the housing program. Conduct annual reviews to refine branding based on audience feedback and trends.





# Challenges

MBRHE Annual Ceremony is a significant annual event in the UAE. The planning and execution of such as this event several challenges that needed to be addressed with care and precision to ensure its success.

**Tight Timeline and Pressure to Meet Deadlines,** One of the primary challenges faced during the Zayed Humanitarian Day event was the tight timeline.

**Venue and Logistical Constraints,** The venue, being a key component of the event, posed logistical challenges.

**Client-Requested Changes,** As with many high-profile events, the Zayed Humanitarian Day experienced last-minute client-requested changes. Despite these challenges, was successfully executed, thanks to thorough planning, effective coordination, and adaptability.



# ZAYED Humanitarian Day

Land Area  
500 Square Meter

Build Up Duration  
1 Day

Event Duration  
1 Day

Total Guests  
1000

Awarding Years  
2017 to 2019



## Overview

Zayed Humanitarian Day is an annual observance in the UAE, held on the 19th of Ramadan to commemorate the passing of the nation's founding father, Sheikh Zayed Bin Sultan Al Nahyan.

The day serves to honor his legacy of philanthropy, compassion, and dedication to humanitarian causes. On this significant day, UAE government, along with various community institutions, launches numerous initiatives and projects aimed at addressing both local and international charitable needs.

These initiatives are a testament to Sheikh Zayed's enduring influence and the country's commitment to his vision of serving humanity.

The day includes a range of events and activities that focus on humanitarian aid, with a special emphasis on supporting those in need through donations, charity campaigns, and public service projects.

Zayed Humanitarian Day is not only a reflection of the nation's gratitude to its founder but also a call for collective action to contribute to the welfare of others, making it a day of compassion, unity, and generosity.







## DESIGN & BUILD UP

**Creative Design Concepts:** Developed a design concept that included symbolic elements honoring Sheikh Zayed's humanitarian contributions, such as incorporating his image and quotes into the venue's aesthetic.

**Customized Event Spaces:** Focused on creating visually engaging and functional spaces that reflected the humanitarian theme and the legacy of Sheikh Zayed.

**Exhibition Booths & Charitable Stations:** Designed and built exhibition booths for various charitable organizations to set up, showcasing their initiatives and allowing the public to contribute. Incorporated signage and branded materials to promote each organization's mission and activities.

**Main Stage Setup:** Built a central stage for official ceremonies, speeches, and performances. The stage was designed to be visually striking while maintaining the dignity of the occasion.

Coordinated the placement of furniture, signage, and interactive elements to optimize the flow and experience for attendees. Through a combination of creative design, technical expertise, and careful planning, Zayed Humanitarian Day event setup was successfully executed, creating a meaningful and impactful experience for all attendees while honoring Sheikh Zayed's legacy.



## TECHNICAL PRODUCTION

### Audio, Visual & Lighting

By expertly managing the technical production, audio-visual, and lighting elements, Zayed Humanitarian Day event was delivered flawlessly, providing an immersive and impactful experience that effectively honored Sheikh Zayed's humanitarian contributions and engaged the community.

**Audio, Visual Equipment Management:** Ensured high-quality audio-visual equipment was in place to support speeches, presentations, and multimedia displays that highlighted Sheikh Zayed's humanitarian legacy.

Managed the setup of large screens, projectors, and speakers to facilitate clear communication with attendees and create a visually engaging environment.

**Lighting Services:** Developed a lighting plan that highlighted key areas of the event, including the main stage, exhibition booths, and installations.

**Sound Systems:** Managed a robust sound system that ensured clear and consistent audio throughout the venue, accommodating the large crowds and various activities.





## THEMED DÉCOR & MANUFACTURING

**Furniture and Layout Design:** The layout included thoughtfully designed furniture pieces that blended comfort with elegance. Seating arrangements were made in a way that promoted interaction and reflection, with attention to comfort for both VIPs and attendees.

Luxurious chairs, tables, and lounges were strategically placed in key areas, ensuring that every space was not only functional but also enhanced the overall ambiance of the event. Custom-made furniture incorporated subtle designs reflecting Sheikh Zayed's ideals and the spirit of giving.



**Thematic Elements and Symbols:** The décor incorporated significant thematic elements, such as images of Sheikh Zayed, iconic national symbols, and elements representing various humanitarian initiatives the UAE has supported.

Interactive displays featured quotes from Sheikh Zayed, and visuals showcasing UAE's global humanitarian contributions were featured throughout the event. The design utilized lighting techniques to enhance the visual effect of these symbols, making them a prominent part of the overall design.



## BRANDING & IDENTITY

**Creating a Cohesive Brand Identity:** The branding for Zayed Humanitarian Day was developed to honor the legacy of Sheikh Zayed Bin Sultan Al Nahyan while promoting the spirit of humanitarianism.



The logo and visual identity were carefully designed to incorporate symbols that represented Sheikh Zayed's values, such as generosity, peace, and service to humanity.

The signage throughout the venue reflected this cohesive identity, guiding attendees while strengthening the event's connection to Sheikh Zayed's principles.

In conclusion, the event branding and identity, along with marketing and sponsorship management for Zayed Humanitarian Day, were executed with precision to ensure a unified message that honored the legacy of Sheikh Zayed while engaging the community.

Through strategic partnerships, interactive campaigns, and cohesive branding, the event successfully communicated its purpose, inspiring a sense of national pride and humanitarian responsibility among attendees.





## Challenges

The planning and execution of such a prestigious event presented several challenges that needed to be addressed with care and precision to ensure its success, especially with the involvement of high-profile dignitaries and government officials, as well as the event's public significance.

**Client-Requested Changes,** As with many high-profile events, Zayed Humanitarian Day experienced last-minute client-requested changes. As the vision for the event evolved, adjustments had to be made to accommodate new ideas and refine certain aspects of the setup.

Despite these challenges, Zayed Humanitarian Day event was successfully executed, thanks to thorough planning, effective coordination, and adaptability. The event honored the legacy of Sheikh Zayed by emphasizing the importance of humanitarian work, fostering unity, and supporting charitable causes. By overcoming logistical, security, and weather-related obstacles, the organizing team ensured that the event was a memorable and impactful experience for all participants.



# National Library & Archives Zayed Charitable Exhibition

Land Area  
500 Square Meter

Duration of Event  
1 Day

Total Visitors  
300

Awarding Year  
2015



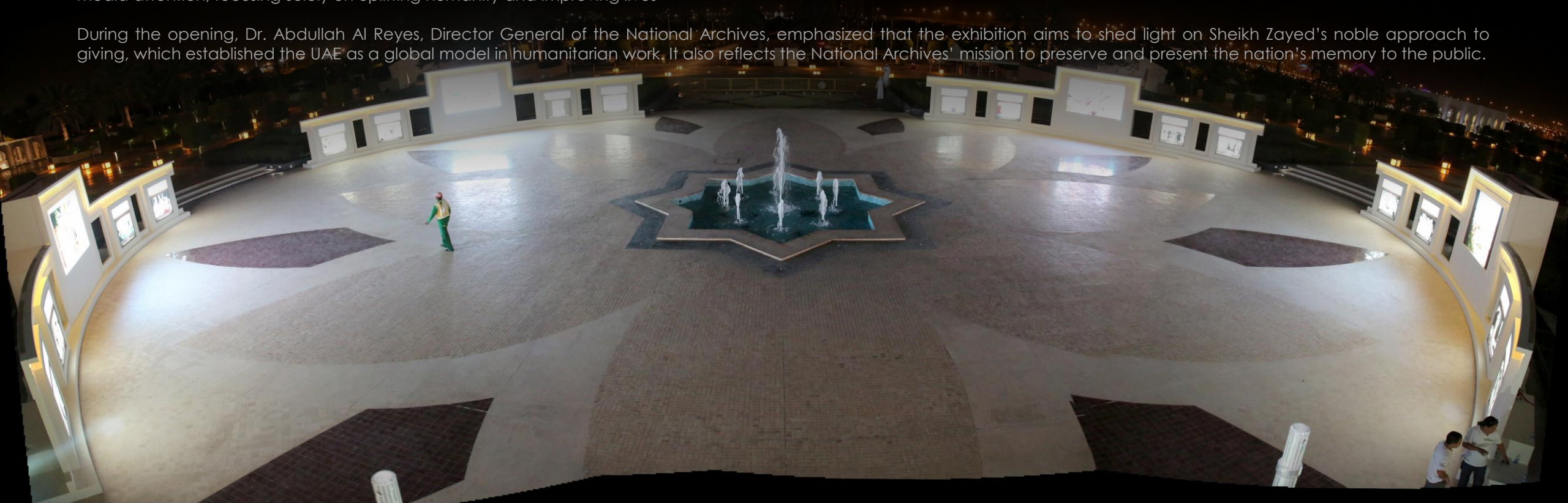
# Overview

The National Archives of the United Arab Emirates has inaugurated a photo exhibition titled "Zayed – The Man Who Built a Nation" at the Sheikh Zayed Grand Mosque in Abu Dhabi. The exhibition highlights the humanitarian legacy of the late Sheikh Zayed bin Sultan Al Nahyan, showcasing his lifelong commitment to charitable and humanitarian work.

Organized under the directives of H.H. Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Presidential Affairs, and Chairman of the National Archives, the exhibition commemorates the 10th anniversary of Sheikh Zayed's passing and celebrates Zayed Humanitarian Workday.

The exhibition features dozens of historical photographs documenting Sheikh Zayed's philanthropic initiatives across the globe—efforts he carried out selflessly, without seeking media attention, focusing solely on uplifting humanity and improving lives

During the opening, Dr. Abdullah Al Reyes, Director General of the National Archives, emphasized that the exhibition aims to shed light on Sheikh Zayed's noble approach to giving, which established the UAE as a global model in humanitarian work. It also reflects the National Archives' mission to preserve and present the nation's memory to the public.



# DESIGN & BUILD UP

The design and build-up phase of this exhibition is rooted in cultural sensitivity, elegance, and clarity of message. Every aspect—from the choice of materials to the positioning of visual content—is thoughtfully curated to reflect the noble legacy of the late Sheikh Zayed bin Sultan Al Nahyan and the core values of humanitarianism, leadership, and unity.

## Conceptual Design

**Theme & Aesthetics:** The visual concept embraces simplicity, dignity, and warmth, in harmony with the Sheikh Zayed Grand Mosque's architectural grace.

**Visual narrative:** was created through chronological and thematic groupings of photographs.



## Design Objectives

- Highlight Sheikh Zayed's humanitarian legacy in a way that is emotionally impactful yet respectful of the sacred venue.
- Facilitate an immersive journey through storytelling via historical photographs.
- Promote quiet reflection and cultural engagement among visitors.

## Build-Up Phase

- Modular Structures & Installation Freestanding display panels used to present historical photographs.
- Use of non-invasive construction techniques to preserve the mosque's interiors and respect its sanctity.
- Technical Setup inclusion of interactive digital screens
- Mobile power sources and concealed cabling used to maintain aesthetics and safety.
- Signage & Wayfinding Bilingual signage (Arabic & English) designed in a clean, minimalist style.





## TECHNICAL PRODUCTION

### Audio, Visual & Lighting Services

The technical production of the exhibition is designed to enhance visitor experience while preserving the spiritual and architectural integrity of the Sheikh Zayed Grand Mosque. All audio-visual elements are implemented with subtlety, elegance, and reverence, ensuring a seamless blend between technology and tradition.



### Audio Services

**Silent Multimedia Presentations:** Use of looped video content with subtitles in Arabic and English. The background visuals display Sheikh Zayed's humanitarian efforts globally.

**Personal Audio Devices:** Wireless headsets and QR-code-based mobile audio guides were available to interested visitors.



# THEMED DÉCOR & MANUFACTURING

The décor merges traditional Emirati aesthetics with modern exhibition design, ensuring cultural integrity and a visually engaging experience for all visitors.

## Themed Décor Concept

- Inspired by Heritage:** Décor elements draw from Emirati culture—such as patterns inspired by geometric Islamic motifs, and neutral desert tones.
- Subtle Elegance:** The overall design maintains a minimalist and respectful aesthetic, in alignment with the sacred setting of the
- Narrative-Centered:** Each section of the exhibition tells a visual story, supported by environmental elements that set the emotional and cultural tone.

## Key Décor Elements

- Entrance Feature :** Custom archway featuring Sheikh Zayed's photos and the name of the exhibition.
- Modular Display Units:** Tailor-made, freestanding panels to exhibit archival photographs and captions. Designed to be portable, durable, and non-invasive to the mosque's infrastructure.

## Décor Integration Plan

- Sectional Themes:** Décor evolves as the visitor moves through different zones of the exhibition
- Lighting Coordination:** Décor works in harmony with soft spotlighting and ambient lighting.
- Color Consistency:** Unified color palette across décor, signage, and multimedia displays.







### Environmental Design Elements

#### Color Harmony:

- All visual materials use the official brand color palette.
- Desert beige, soft white and bronze/gold accents.
- Consistency across signage, prints and digital displays.

#### Lighting Integration:

- Branded lightbox displays or illuminated backdrops for key photo clusters.
- Soft ambient lighting to match the contemplative tone of the exhibition.



Through its branding and venue installation strategy, the exhibition creates a harmonious physical environment that reflects Sheikh Zayed's enduring impact. Every visual element, from the layout to the language used, is curated to promote national pride, historical reflection, and universal humanitarian values.



# Challenges

While the exhibition celebrates the profound legacy of Sheikh Zayed bin Sultan Al Nahyan, delivering it within the prestigious and sacred venue of the Sheikh Zayed Grand Mosque requires a high level of sensitivity, planning, and adaptability.

**Venue Sensitivity and Compliance:** Designing and installing an exhibition within a religious and cultural landmark without interfering with its sanctity.

**Visitor Flow & Crowd Control: Managing** large and varied groups, including tourists, worshippers, and VIPs, within limited space.

**Time Constraints for Installation:** Limited installation windows due to mosque activity schedules and prayer times.



# THEMED ATTRACTIONS & ENTERTAINMENT

Immerse in captivating stories, where every moment is a new adventure

## Project Executed

- Anime Expo
- Dogs Festival
- Jeddah Pier
- City Walk
- Food Trucks Festival
- Little Asia
- Combat Field - War Zone
- Formula 1 - Saudi Arabian Grand Prix
- Riyadh Winter Wonderland



# CITY WALK

Jeddah Season

Land Area  
282,000 Square Meter

Build Up Duration  
21 Days

Event Duration  
60 Days

Total Visitors  
4 Millions

Awarding Years  
2022 To 2024





## Overview

City Walk Jeddah, a centerpiece of the Jeddah Season initiative, has become a vibrant hub of entertainment, culture, food, shopping, and family-friendly activities.

Located in the heart of Jeddah, it features thematic zones offering unique experiences, from thrilling rides to cultural showcases and culinary adventures. Designed for all age groups, City Walk also hosts concerts, live performances, and seasonal celebrations.

As part of Jeddah Season 2022–2024, it played a significant role in boosting tourism and cultural exchange, aligning with Saudi Vision 2030 and showcasing its success as a key entertainment destination.



# 2022 Debut Season



Launched Introduced as part of the Jeddah Season 2022 to promote entertainment and attract international visitors.

## Themes and Zones

**Anime Village** paradise for anime fans with cosplay events, merchandise, and exhibits.

**Fashion Village** Thrilling rides and virtual reality attractions.

**Culinary Experience** Wide range of food trucks, international cuisines, and pop-up restaurants.

**BBQ Yard** : Live BBQ show , theatrical shows and Firework displays





## 2023 Expansion & Innovation

**Enhanced Zones:** Addition of Art and Fashion Zones showcasing local and international talent.

**Eco-Friendly Initiatives:** Sustainability focus with recycling programs and energy-efficient systems.

**Special Attractions** International partnerships introduced pop-up stores, cultural exhibits, and interactive installations.

**Family and Kids' Activities** Expanded zones catering to children, including games, workshops, and storytelling events.

**Ramadan Events** Cultural performances, traditional cuisines, and festive decorations to celebrate the holy month.

**Our projects themed and zones :**

**Anime Village, Fashion Village , BBQ Garden & Stand show Village**



## 2024 Immersive & Thematic

**City Walk Jeddah features diverse thematic zones,**

**Futuristic Metropolitan City, culturally rich China Town,** spooky Horror Village, and summer-themed Bubbly Land.

Special attractions like Barbie World, Blip's Wonderland, and Slime World offer interactive experiences for all ages.

Visitors enjoy live performances, movie screenings, light displays, global dining options, and high-end shopping.

Aligned with Saudi Vision 2030, City Walk has become a key destination, promoting tourism and cultural exchange while attracting millions annually.







## EVENT PLANNING & MANAGEMENT

City Walk Jeddah is one of the prominent events under the Saudi Seasons initiative, a series of festivals aimed at promoting tourism, entertainment, and culture.

It features diverse attractions, performances, and family-friendly activities, making it a key destination for locals and international visitors alike

### Event Goals and Vision

**2022** Establish the event's identity and attract local audiences.

**2023** Expand with innovative attractions and target international visitors.

**2024** Cement City Walk as a global annual entertainment hub.





## DESIGN & BUILD UP

City Walk Jeddah, a highlight of Saudi Arabia's Riyadh and Jeddah Seasons, has evolved with dynamic themes from 2022 to 2024, aligning with Vision 2030.

**2022**, the focus was on outdoor leisure, modern aesthetics, and open spaces for live performances, food trucks, and retail pop-ups.

**2023** season introduced technological immersion with AR/VR zones, eco-friendly landscaping, cultural pavilions, and nighttime drone displays, alongside modular construction for efficient build-ups.

**2024**, the theme shifted to sustainable luxury, featuring smart city technologies, green architecture, expanded venues, VIP experiences, and exhibits blending Saudi heritage with global art and culture, ensuring innovative and eco-conscious visitor experiences.





THEMED ATTRACTION & ENTERTAINMENT







## THEMED DÉCOR & MANUFACTURING

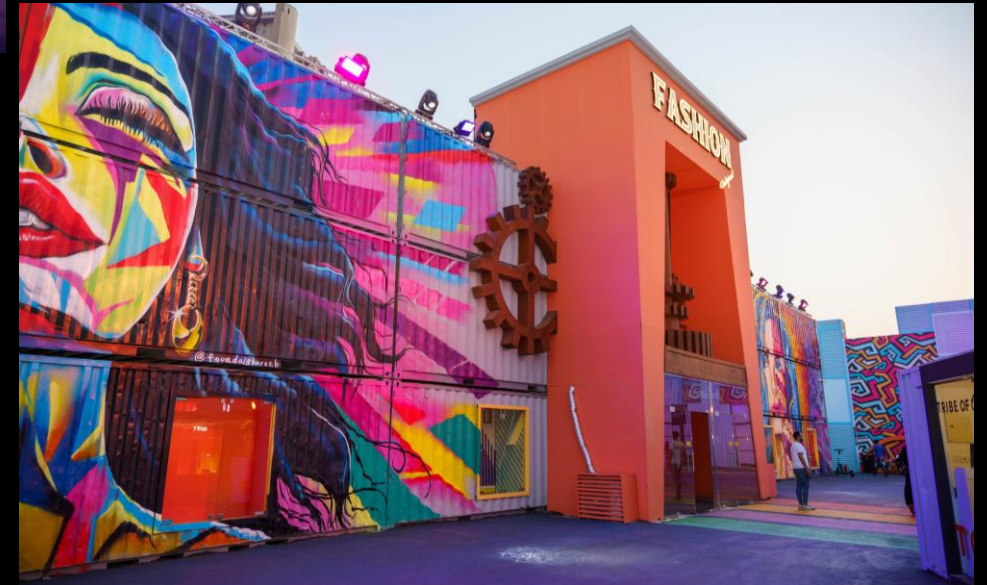
Themes inspired by Saudi culture, global trends, and international influences. Collaborative design process aligned with Jeddah Season goals. Cohesive décor elements to guide visitors through themed zones.

### Key Décor Elements:

Grand gateways, custom signage, and thematic flags at entrances.  
Overhead hanging installations and large-scale sculptures or fountains as focal points.  
Interactive installations for visitor engagement.

### Cultural & Seasonal Features:

Décor inspired by Saudi heritage, including traditional patterns and calligraphy.  
Handcrafted elements showcasing local artisanship.







**Fashion Village**

The Fashion village facilitated direct interactions between visitors and designers, offering insights into the creative processes behind various collections.

This engagement aimed to bridge the gap between designers and the public, fostering a deeper appreciation for fashion.

Visitors had the opportunity to explore and purchase unique pieces not readily available in conventional retail outlets, making the Fashion Village a destination for exclusive fashion finds.

**City Walk Jeddah's Fashion Village**

The village has played a significant role in highlighting the city's fashion scene, providing a platform for designers to connect with the public and for visitors to engage with the evolving world of fashion.





## THEMED ATTRACTION & ENTERTAINMENT



### Anime Village

The Anime village at City Walk has been a standout attraction during the 2022 and 2023 seasons, offering immersive experiences for anime and Japanese culture enthusiasts.

Launched on May 19, 2022, as part of Jeddah Season, it was the world's first anime village, hosting over 300 events, including live performances by Japanese artists, cosplay parades, and themed restaurants.



**The 2023 edition** expanded with additional live performances, a haunted house inspired by Universal Studios Japan, and more dining options.

The Anime Village has become a key cultural platform, enriching Jeddah's entertainment scene with unique interactive experiences.



## THEMED ATTRACTION & ENTERTAINMENT







### BBQ Yard

The garden offered a serene retreat with lush greenery, tranquil riverside seating, and scenic dining options.

The area featured natural landscapes, fountains, and diverse plant life, creating a peaceful ambiance amidst the bustling entertainment hub.

Meticulously designed and constructed, the garden provided an immersive experience with its modern design and natural beauty.

As a key attraction, it became a unique destination, attracting both locals and tourists, and enhancing the overall visitor experience during Jeddah Season.





## THEMED ATTRACTION & ENTERTAINMENT

### Stand show

The Stand show Zone's design was meticulously crafted to embody excitement and challenge. The area featured dynamic décor elements, including colorful game booths, lively performance stages, and immersive attractions that captivated visitors.

Specialized designers and production teams were responsible for bringing this vision to life, ensuring that every detail contributed to an engaging and festive environment.



For exhibitors seeking to create impactful participation within such zones, Media Land Group offered a comprehensive exhibition stand design and construction services in City Walk, provided tailored solutions to meet the unique demands of trade shows and exhibitions, ensuring that each stand reflects the brand's identity and objectives.

These services played a crucial role in making the Stand Show Zone a memorable part of Jeddah Season.



## THEMED ATTRACTION & ENTERTAINMENT





## THEMED ATTRACTION & ENTERTAINMENT

### Metropolitan City zone

The zone was designed to immerse visitors in a fictional world inspired by popular cartoons and movies.

The area featured illuminated buildings and attractions that provided a magical and entertaining experience for guests of all ages.

The themed décor and structural elements of the Metropolitan City zone were brought to life by specialized design and production teams.







## China Town

The town offered visitors an immersive experience into Chinese culture, featuring unique architecture, cultural carnivals, and traditional elements.

The themed décor and structural elements of the China Town zone were meticulously crafted to reflect authentic Chinese aesthetics.

Specialized designers and production teams were responsible for bringing this vision to life, ensuring that every detail contributed to an immersive and culturally rich environment.

Visitors had the opportunity to ride the dragon, marvel at the splendid architecture, and immerse themselves in various cultural traditions presented within the zone.





# Challenges

City Walk Jeddah has been a central part of the Jeddah Season, offering diverse entertainment from 2022 to 2024.

Despite its success, the event has faced challenges such as Jeddah's extreme weather, which required measures to ensure visitor comfort and safety.

Increased traffic congestion and adherence to health and safety regulations have also been significant considerations.

Coordinating event schedules with optimal weather and public holidays, managing tight setup and teardown timelines, and covering operational costs like staffing and maintenance have added to the complexities.

Nevertheless, City Walk remains a key highlight, contributing to the cultural and economic vibrancy of Jeddah.



# TV Studios

Where creativity meets production capturing stories, crafting moments

Project Executed

- Al Raya Poet Studio



## AL RAYA POET STUDIO SEASON 2

Land Area  
1,300 Square Meter

Build Up Duration  
12 Days

Event Duration  
60 Days

Total Audience  
3000

Awarding Year  
2023





## Overview

Al Raya Poet competition is a prominent poetry contest organized by the Saudi Broadcasting Corporation, aiming to support literature and discover poetic talents. Season 2 of the competition took place in 2023, featuring a diverse group of poets from Saudi Arabia and the broader Arab world.

Media, music, theater and poetry have been the soft power of societies since time immemorial, and poetry comes at the forefront of these arts.

This land has been the cradle of this literature since time immemorial and based on the current vision of the leadership of the Kingdom of Saudi Arabia and its continuous efforts to support literature and poetry for creativity and leadership, and to discover talents in this national transformation, so that they may be the beginnings of the transformation, supporting and confirming the culture of their society.



## THEMED DÉCOR & MANUFACTURING

Designing and manufacturing themed décor for Al Raya Poet done with assistance of the most famous acritude designers in the Arab world for creating an environment that reflects the cultural depth of Arabic poetry in luxuries design while enhancing the viewing experience for both in-studio audiences and television viewers.



### Thematic Concept Development

**Cultural Inspiration:** inspired from the Sand dunes in the Saudi desert, Arabic geometric patterns and the Saudi architecture.

**Modern Fusion:** Blend traditional elements with modern design techniques

### Décor Design Elements

**Stage Backdrop** A central design featuring Arabic calligraphy and abstract poetry symbols, crafted with materials

Illuminated panels with subtle gradient lighting that transitions with performances.

**Podium** A sleek, custom-designed podium for poets, integrating traditional Arabic design accents.





### Audience

Seating Arrangement Comfortable and elegant seating for the audience.  
Elevated judge panel desks designed with intricate woodwork and metallic accents.  
luxury VIP Customized Furniture Fabrication  
Installation of floor LED

### Manufacturing Material Selection:

Sustainable materials such as wood, fabric, and metal for authentic and durable décor.  
Acrylic and LED components for modern touches.  
Laser cutting for intricate Arabic patterns.  
High-quality paint finishes with gold and bronze tones .  
Tailored stage elements, from backdrops to podiums, to meet the specific dimensions and thematic requirements of the studio.

Creating a stunning visual experience that honors the rich tradition of Arabic poetry while captivating a modern audience.





**The Entrance Serves** as the first impression for guests and participants, reflecting the grandeur and cultural depth of the event.

A carefully designed and manufactured entrance not only sets the tone but also immerses visitors in the world of Arabic poetry.

Design draws from traditional Arabic architecture and poetry, embodying elements of elegance, heritage, and creativity. Inspired by classical Islamic architecture, featuring intricate geometric patterns and poetic inscriptions.

Structural Design Grand Arch Structure „A monumental archway as the centerpiece, symbolizing the gateway to creativity and culture.

Constructed with durable materials like wood, metal, or high-density foam for intricate designs. Flanking the archway, panels adorned with Arabic calligraphy and decorative motifs. Integrated LED backlighting to highlight the inscriptions during evening events.



# Challenges

Producing a high-caliber studio event like Al Raya Poet Competition 2023 comes with unique challenges, particularly when balancing cultural authenticity, technical excellence, and audience engagement.

Maintaining Cultural Authenticity Incorporating Tradition with Modernity. Balancing the rich heritage of Arabic poetry with contemporary design and technology without overshadowing the cultural essence.

Ensuring seamless coordination between lighting effects and poets' performances to enhance the atmosphere without overpowering the spoken word.

Procuring high-quality materials for themed décor while adhering to budget constraints and deadlines. Coordinating among multiple teams, including set designers, technical crews, and event managers, to ensure smooth execution.

By addressing these challenges effectively, Al Raya Poet Competition 2023 succeeded in creating a memorable and impactful event that celebrated the beauty of Arabic poetry while pushing the boundaries of modern studio production.





# INFOTAINMENT & SPORTS EVENTS

Exciting minds, energizing passions where information meets action

## Project Executed

- 9th FAI World CUP of Canopy Piloting
- Challenge Dubai
- Dubai Tour
- Hike & Fly
- King Salman Club cup
- Sharjah World Championship Week
- Tennis Cup
- UFC Fight Night
- AFC Asian Cup
- Dakar Rally
- DIPC
- DXB 24HR Walkathon
- Huawei Intercontinental each soccer cup
- NAS Al Ramadan
- Sheikh Zayed Cup
- UAE National Sports Day
- WAG - World Air Games
- Al Salam Championship
- Day of Reckoning
- RC Championship
- HBM - 5th International Football Championship
- Iron Man
- Paragliding Championship
- Swimming World Cup
- UAE Swimming NVC Lighting World Diving





# AFC ASIAN CUP

Land Area  
1,300 Square Meter

Build Up Duration  
3 Days

Event Duration  
4 Days

Total Audience  
30,000

Awarding Year  
2019



# Overview

AFC Asian Cup was a landmark sporting event hosted by the United Arab Emirates from January 5 to February 1, 2019.

It marked the 17th edition of the prestigious tournament organized by the Asian Football Confederation (AFC).

This edition was particularly notable as it was the first to feature 24 teams, expanding from the previous 16, showcasing the growing competitiveness and diversity of football across Asia.

AFC Asian Cup was a resounding success, leaving a legacy of sports excellence and fostering stronger bonds across the continent.

It set a new benchmark for the organization of football tournaments in Asia.







## EVENT PLANNING & MANAGEMENT

Media Land Group provided expert event management for AFC Asian Cup with ensured a seamless and memorable experience for attendees and global viewers.

The team developed a creative concept that aligned with the event's celebratory tone and meticulously planned timelines to ensure all milestones were met.



**On-site, Management:** managed stage activities, performances, and crowd coordination, while adapting to last-minute adjustments without compromising quality.

**Infotainment services:** included high-definition LED screens, replays, and engaging audio-visual content, enhanced fan engagement during matches and breaks.

Our comprehensive approach ensured the event's flawless execution, solidifying the UAE's position as a premier destination for world-class events.





**Customized Design Concepts:** Developed creative, tailored solutions reflecting AFC Asian Cup's branding and cultural significance, with a visually captivating platform for the crowning ceremony as the centerpiece.

**Stage and Installation Build-Up:** Constructed a durable stage combining aesthetics and functionality, installed large-scale tournament logo banners to enhance the event's identity.

**Exhibition and Space Creation:** Designed and built spaces for smooth participant flow and an enhanced spectator experience, including focal points like entry pathways and performance areas.

Media Land Group attention to design and build-up ensured a cohesive and immersive experience, contributing to AFC Asian Cup Closing Ceremony's success and leaving a lasting global impression.



DESIGN & BUILD UP



# Challenges

AFC Asian Cup 2019 held in UAE, was a major success despite several challenges during its planning and execution.

Tight schedules required extensive coordination across teams for stage design, performances, and logistics, while managing a large crowd of thousands posed safety and comfort concerns.

Last-minute requests from sponsors and stakeholders necessitated rapid adjustments to branding and stage arrangements.

Security and safety were prioritized, with comprehensive crowd management and venue inspections.

Ultimately, the event's success was due to the team's efficient problem-solving and adaptability, delivering an unforgettable experience for all involved.





# AL SALAM Championship

Land Area

6 Locations Per Addition

Build Up Duration

2 Days Per Addition

Event Duration

1 Day Per Addition

Total Audience

500

Awarding Years

2018 To 2025





## Overview

Al Salam Cycling Championship, held annually under the esteemed patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, is a premier sporting event that celebrates peace, sportsmanship, and community.

Drawing elite cyclists from the UAE, GCC, and international regions, the championship showcases endurance and skill across challenging races.

His Highness's active support highlights the event's importance in fostering unity and promoting sports as a bridge between cultures since 2018.





## DESIGN & BUILD UP

Showcases expertly designed event spaces that blend functionality with visual appeal.

Key features include a welcoming registration area, a prestigious stage for ceremonies, and iconic starting and finishing gates reflecting the event's branding.

High-quality tents serve as team zones, VIP lounges, and operational spaces, while strategically placed portable facilities ensure attendee convenience.

Led by Media Land Group, the design and build efforts elevate the championship experience, creating a seamless and visually captivating environment for participants, spectators, and organizers alike.





# THEMED DÉCOR & MANUFACTURING

Al Salam Cycling Championship features a meticulously designed event setup that merges modern aesthetics with cultural authenticity, creating a unique and immersive experience.

The décor elements are crafted to reflect a futuristic yet traditional appeal, ensuring both functionality and visual impact.



Modern tent structures infused with Arabic patterns and sleek architectural designs.

Elegant ceiling décor with draped fabrics, ambient lighting, and traditional lanterns to enhance the atmosphere. - Event branding seamlessly integrated into canopies for a premium and cohesive look.

Grand entrance designs featuring geometric patterns and illuminated LED panels.

Pathways lined with branded banners, string lights, and desert plants to create a welcoming ambiance

Sand-textured complementing the event's desert-inspired theme, enhancing the aesthetic continuity.



## BRANDING & IDENTITY

Ensured clear communication and impactful branding with high-quality signboards and printed materials.

Eye - catching displays featuring the event's logo, theme, are placed at key locations such as the starting gate, finishing gate, and along cycling routes.

Directional signs guide attendees to essential areas, while participant kits, including race bibs and maps, enhance the athlete experience.

Designed to embody the championship's values of peace and excellence, these materials are executed by Media Land Group, seamlessly combining vibrant visuals with functionality to elevate the event's professionalism and attendee satisfaction.









## CATERING & REFRESHMENT

Championship enhances its celebration of sportsmanship with a touch of Emirati hospitality through carefully curated food and beverage services.

A heritage tent, adorned with traditional Arabic seating, patterns, and decor, serves as a welcoming space for attendees to relax and immerse themselves in the UAE's cultural ambiance.



Visitors enjoy authentic Emirati sweets and Arabic coffee, reflecting the region's rich culinary traditions and iconic hospitality.

Executed by Media Land Group, these services create a warm, memorable experience that seamlessly blends cultural heritage with the spirit of the championship



# Challenges

Faced significant challenges, including complex desert terrain, tight deadlines, weather unpredictability, and high attendance demands. Organizers tackled logistical hurdles such as securing and stabilizing event setups, planning safe routes, and providing infrastructure for remote desert locations. Robust crowd management and security measures ensured safety and comfort for all, while last-minute sponsor and stakeholder requests required adaptability and resource reallocation.

Despite these obstacles, strategic planning, teamwork, and innovative problem-solving enabled the championship to deliver a seamless, world-class event, celebrating cycling, unity, and sportsmanship on a grand scale.







# CHALLENGE DUBAI

Land Area  
2,000 Square Meters

Build Up Duration  
4 Days

Event Duration  
4 Days

Total Visitors  
3,000

Awarding Year  
2015





## Overview

Challenge Dubai 2015, held on February 27 at Jumeirah Beach Park, was a prestigious triathlon event part of the Challenge Family series. Under the patronage of Shaikh Hamdan Bin Mohammed (Crown Prince of Dubai) and the Dubai Sports Council, it attracted both professional and amateur triathletes, further establishing Dubai as a global sporting destination.

The race featured swimming in the Arabian Gulf, biking through the city to the Nazwa Desert, and running along the coastline past iconic landmarks like Burj Khalifa and Burj Al Arab, finishing at the lush Jumeirah Beach Park.





## EVENT PLANNING & MANAGEMENT

The event aimed to create a seamless experience for participants, spectators, and sponsors, with a focus on accessibility, comfort, and smooth operations.

The venue was carefully laid out to accommodate athlete zones, spectator areas, sponsor booths, food stalls, and entertainment spaces.

Coordination with local authorities ensured necessary permits and security, while dedicated teams managed setup, live operations, and teardown.

The event's careful design and execution elevated it to a world-class experience, showcasing Dubai's excellence in event management.







## DESIGN & BUILD UP

Dubai Challenge was designed as a functional, visually appealing hub for athletes, spectators, and stakeholders.

### Design Principles

Support race operations with an efficient layout.  
Enhance visitor experience with interactive, accessible spaces.  
Reflect Dubai's reputation for innovation and luxury.



### Design Features

Modular layout for flexibility.  
Iconic elements reflecting Dubai's culture and architecture.  
Comfort and accessibility with shaded areas, cooling zones, and smooth pathways.

### Core Zones

**Athlete Areas:** Registration, transition, and recovery zones.

**Spectator Spaces:** Viewing platforms and seating.

**Vendor & Sponsor Booths:** Branded showcase spaces.

**Entertainment Zone:** Main stage for ceremonies and performances.

**Food & Beverage Areas:** Dining with family-friendly seating.



## INFOTAINMENT & SPORTS EVENTS



### Temporary Structures

**Tents & Structures:** Tents and marquees for key zones. Modular booths for sponsors and vendors.

**Stage Design:** Central stage with LED screens and sound systems. Weather-resistant materials used in construction.

**Pathways & Signage:** Wide pathways (min. 3 meters) for smooth crowd flow. Wayfinding signs at key intersections.

**Site Setup:** Leveling, utility connections (water, power, internet), and clear entry/exit points.

**Infrastructure installation:** tents, stages, booths, medical tents, restrooms, hydration stations.

**Finishing Touches:** Branding, sponsor installations, furniture, signage, and decoration. The design and build-up reflected Dubai's commitment to world-class event planning, blending functionality, sustainability, and luxury.







## THEMED DÉCOR & MANUFACTURING

**Futuristic Appeal:** Sleek, contemporary shapes and dynamic lighting symbolizing progress.

### Décor Elements

#### Entrance & Pathways:

Custom-designed grand entrance with geometric patterns and LED panels. Branded banners, string lights, and desert plants lining pathways. Sand-textured carpets for a cohesive desert theme.

#### Tents & Canopies:

Modern structures with Arabic patterns and event branding. Ceiling décor with draped fabrics, soft lighting, and Middle Eastern-inspired lanterns and chandeliers. This approach showcased Dubai's expertise in high-quality, sustainable, and visually stunning event design.







# BRANDING & IDENTITY

## Event Village Branding

**Logo & Theme:** Sleek, modern design reflecting Dubai's skyline and triathlon elements, with a bold fonts.

**Entrance Archway:** Grand gateway with logo and colors.

**Signage:** Consistent logo use on directional signage.

**Tents:** Custom-printed exteriors with logos and cultural patterns, branded interiors for photo ops.

**Seating & Lounge Areas:** Branded zones with event-themed furniture and decor.







# Challenges

Organizing Challenge Dubai 2015 triathlon presented challenges due to its scale, complexity, and unique environmental conditions.

Key obstacles included managing the logistics of three race segments across diverse terrains, coordinating multiple tasks under tight timelines, and selecting race routes that showcased Dubai's features while ensured safety.

Ensured seamless coordination between organizers, volunteers, medical staff, and law enforcement was also crucial.

Despite these hurdles, the event's success was driven by meticulous planning, strong collaboration with local authorities, and proactive problem-solving, solidifying Dubai's reputation for hosting world-class international events.



# DUBAI INTERNATIONAL Parachuting Championship

Land Area  
20,000 Square Meters

Build Up Duration  
15 Days

Event Duration  
18 Days

Total Visitors  
1,500 Every Year

Awarding Years  
2010 to 2024



# Overview

An annual international parachuting competition in Dubai, featuring disciplines like Accuracy Landing, Canopy Piloting, and Formation Skydiving.

## Event Growth

**2010:** First DIPC, marking Dubai as a global parachuting hub.

**2011-2014:** Increasing participation, international recognition, and media coverage.

**2015:** Expanded competitive disciplines and improved organization.

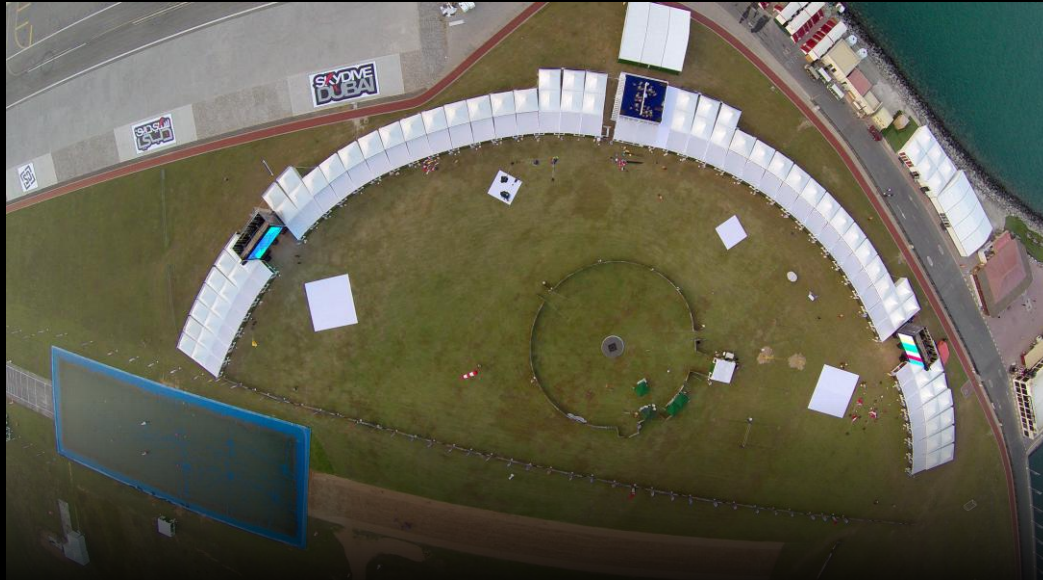
**2022:** Advanced competitive structures and state-of-the-art facilities.

**2024:** Held from Nov 28 to Dec 5 at Skydive Dubai's Palm Drop zone, featuring Accuracy Landing, Canopy Piloting, and Freestyle categories.

**Partnership:** Media Land Group has been a strategic partner with the Emirates Aerospots Federation in organizing and managing DIPC events.







The Event Village is a crucial component of the Dubai International Parachuting Championship (DIPC), serving as the central hub for athletes, spectators, and organizers.

Over the years, the Event Village has evolved to provide world-class facilities and experiences for visitors.

- 1st DIPC:** Foundation of the Event Village Focus Basic amenities for participants and spectators.
- 2nd DIPC:** Enhanced Visitor Experience.
- 3rd DIPC:** Expanding the Event Village
- 4th DIPC:** Incorporating Entertainment
- 5th DIPC:** Professionalization
- 6th DIPC:** Focus on Sustainability
- 7th DIPC:** Technology Integration
- 8th DIPC:** A World-Class Event Village (2024)

General Event Village Planning & Management Strategies  
Layout Design ,Safety & Security ,Engagement ,Stakeholder Collaboration &Feedback & Improvement .

The Event Village at DIPC serves as a focal point for enhancing the championship experience, combining world-class facilities with engaging activities to cater to diverse audiences.











## DESIGN & BUILD UP

### DIPC 1

Laying the Foundations , design for basic event needs.

**Modular Tents:** Simple structures for registration, athlete prep, and admin.

**Spectator Zone:** Open spaces with unobstructed views of landing zones.

**Essential Utilities:** Temporary power, water stations, and lighting for evening events.

**Build-Up:** Rapid assembly with limited pre-event preparation.

### DIPC 2

Expanding Capacity ,Focus Scaling infrastructure for increased participation and spectatorship.

**Dedicated Zones:** Clear separation of athlete, media, and spectator areas.

**Elevated Seating:** Temporary grandstands for improved visibility.

**Basic Landscaping:** Pathway leveling and marking for better navigation.

### DIPC 3

Branding and Identifying Focus ,Establishing a recognizable event identity.

**Branded Elements:** Event banners, flags, and signage throughout the venue.

**Athlete Lounges:** Enhanced preparation areas with shade and seating.

**Exhibition Stalls:** Basic booths for sponsors and vendors.

**Build-Up:** Integration of branding into all temporary structures.







#### DIPC 4

##### Enhanced Visitor Experience

**Focus:** Creating an immersive and enjoyable experience for attendees.

**Entertainment Stage:** Central hub for live performances.

**Shaded Food Courts:** Covered dining areas with a variety of options.

**Interactive Zones:** Space for parachuting demos and simulators.

**Build-Up:** Prefabricated, reusable structures for efficiency; extended build-up to accommodate more complex designs.

#### DIPC 5:

##### Professionalization Focus Transitioning to a world-class event infrastructure.

**VIP Lounges** Luxurious spaces with air conditioning and premium services.

**Integrated Media Zones** Areas with high-speed internet and broadcasting equipment.

**Expanded Exhibition Zones** Larger spaces for sponsor activations.

**Emphasis on pre-event testing of all facilities and utilities.**



#### DIPC 6

##### Sustainability and Modernization Focus Introducing eco-friendly designs and modern aesthetics.

**Green Materials Use** of sustainable building materials for temporary structures.

**Solar Power Integration** Solar panels for powering select areas.

**Eco-Friendly Signage** Digital screens to reduce paper waste.

**Build-Up Implementation** of sustainable construction practices. Use of modular, collapsible designs to minimize waste.



### DIPC 8

**World-Class Event Village (2024) Focus Creating a state-of-the-art, immersive event environment.**

Central Hub Panoramic viewing platforms with tiered seating. Live-action screens and commentary zones.

Athlete Zone Climate-controlled preparation areas. Secure storage for equipment.



### DIPC 7

**Technology Integration Focus Leveraging technology to enhance the experience.**

Smart Kiosks Interactive screens for event information and navigation.

Live Streaming Infrastructure Large screens broadcasting real-time competition footage.

Build-Up Collaboration with tech providers for VR and smart solutions. Extensive testing of digital systems before the event.



### General Build-Up Principles Across Editions

- Planning & Coordination Detailed layout planning to maximize space efficiency.
- Sustainability Incorporating eco-friendly practices into the design and construction process. Use of modular, reusable materials to minimize environmental impact.
- Safety tract adherence to safety standards for all temporary structures.
- Pre-event inspections and certifications.
- Scalability Flexible designs that can be adjusted based on attendance forecasts. Modular setups for easy expansion or downsizing.



The themed Décor and manufacturing services for Dubai International Parachuting Championship (DIPC) enhance the event's visual appeal and immersion, aligning the branding with Dubai's modern, luxurious aesthetic.

Key elements include grand entry gates with event branding and LED screens, themed main stage and award podium backdrops, and drop zone décor featuring wind flags, canopies, and vibrant landing zone markers.

The Event Village showcases consistent branding through directional signage, interactive maps, and custom seating areas with themed cushions.

The Kids' Zone features colorful installations, while illuminated décor with LED lighting and projections highlights key areas, including decorative light trails guiding visitors to main attractions.

The DIPC features custom creations that blend sustainability with innovation, using materials like recycled plastics and biodegradable fabrics.



Modular designs ensure reusability for future events, while laser-cut signage and 3D-printed props add intricate details. Custom-built stages, exhibition booths, and sponsor zones include integrated AV systems, and oversized branding elements create standout visuals.

Tailored seating and flexible furniture cater to VIP lounges and media areas, with custom-printed tents and canopies showcasing event and sponsor logos.

Specialized designs for athlete zones, food courts, and shaded seating further enhance the immersive experience, combining creativity and practicality for a memorable event.









## BRANDING, IDENTITY, MARKETING & Sponsorship Management

The event blends the thrill of skydiving with Dubai's modern, luxurious image, using inspirational taglines, branded gear for athletes and staff, and event merchandise like apparel and accessories to engage attendees.

Large-scale banners, tents, and themed zones ensure maximum visibility.

Marketing efforts combine traditional and digital channels, with active social media campaigns on platforms like Instagram, Facebook, and YouTube, using hashtags like #DIPC2024 to generate buzz.

The event is also promoted through outdoor advertising, billboards, and partnerships with Dubai Tourism to reach both local and international audiences.





# MEDIA COVERAGE

## Pre-Event Media Campaigns:

**Media Announcements:** Generating buzz through announcements and press releases.

**Social Media Marketing:** Campaigns on Instagram, Facebook, Twitter with teasers, countdowns, and athlete spotlights.

**Collaborations:** Partnerships with influencers, parachuting professionals, and sponsors to amplify reach, integrated with Dubai Tourism campaigns.



## On-Site Media Coverage:

**Media Zones:** Dedicated areas for journalists with high-speed internet, live feeds, and interview setups.

**Live Broadcasting:** Multi-camera coverage of jumps, landings, and athlete interactions, plus drone footage of jumps and Dubai landmarks.

**Photography Services:** High-resolution photos for real-time and post-event use.





## Challenges

DIPC setup faced unique challenges, including selecting a spacious, accessible location for large crowds and activities, transporting and assembling equipment,

Managing unpredictable weather conditions like high temperatures, winds, and sandstorms.

Ensuring a consistent power supply for simulators, lighting, sound systems, and sponsor booths was also crucial.

Despite these challenges, careful planning and coordination were key to delivering a safe, engaging, and seamless event experience.





# DUBAI TOUR

Land Area  
1,500 Square Meters

Build Up Duration  
1 Day

Event Duration  
4 Days

Total Visitors  
2,000

Awarding Years  
2014 To 2018





## Overview

Dubai Tour is an annual professional road bicycle racing stage race held in Dubai, which began in 2014 as part of the UCI Asia Tour.

The 2015 Dubai Tour was a four-stage men's professional road cycling race for 663 km.

It was the second running of Dubai Tour; it started on 4 February at Dubai International Marine Club and finished on 7 February at the Burj Khalifa.

The race was part of the 2015 UCI Asia Tour and was categorized by the UCI as a 2.HC race, the second highest category.

The race featured some of the best cyclist in the world and established itself on the international cycling calendar.

It is organized under the strong leadership of Dubai Sports Council and in partnership with RCS Sports.

Media Land Group proudly part of this prestigious event for 5 continuous rounds from 2014 till 2018.



## DESIGN & BUILD UP

Dubai Tour was meticulously designed to provide a seamless, functional, and visually striking experience for athletes, spectators, and audiences.

The event layout featured modular zones for flexibility, shaded and accessible areas for comfort, and iconic elements reflecting Dubai's cultural and architectural identity.



Key zones included athlete areas for registration, transitions, and recovery spectator spaces with viewing platforms and interactive exhibits. vendor and sponsor booths with consistent branding and entertainment zones for ceremonies and performances.

Dining areas catered to families, while backstage logistics, medical facilities, and a dedicated media center ensured smooth operations and comprehensive event coverage.



## TEMPORARY STRUCTURES

The Event Village for Dubai Tour showcased world-class planning with functional, sustainable, and luxurious design.

**Key Elements Included:** weather-resistant tents, modular booths for sponsors, and a central stage with LED screens and sound systems.

Wide pathways and clear wayfinding signage ensured smooth navigation.

Infrastructure setup included leveling the site, utility connections, medical tents, restrooms, and hydration stations.

Final touches featured branding, sponsor installations, furniture, and decorations, reflecting Dubai's commitment to excellence in event execution.





## THEMED DÉCOR & MANUFACTURING

### Thematic Concept

Inspired by Dubai's fusion of futuristic innovation and rich cultural traditions.

### Futuristic Appeal

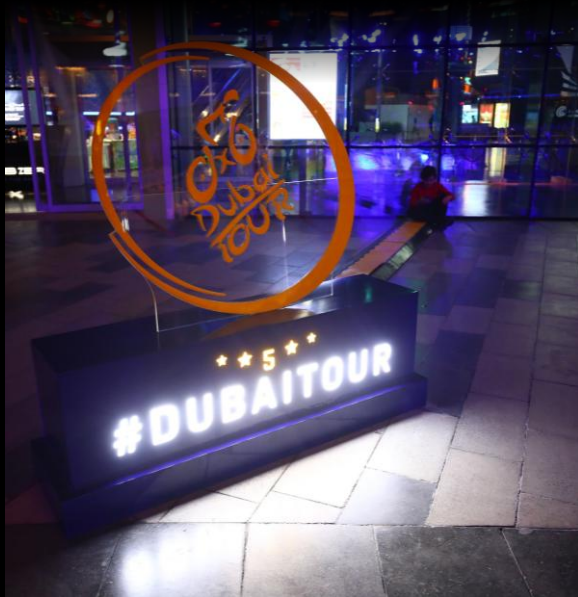
Sleek designs and dynamic lighting symbolizing progress.

### Entrance & Pathways

Grand arch with geometric patterns and LED panels.  
Themed pathways with branded banners and string lights.  
Sand-textured carpets for a cohesive desert theme.

### Tents & Canopies

Modern structures with luxury furniture and printed branded exteriors.  
Draped ceilings with soft lighting for an elegant ambiance.





# Dubai TOUR



## Challenges

Dubai Tour tournament faced challenges such as  
Selecting an accessible, spacious location, managing equipment transport and assembly,  
Mitigating risks from Dubai's unpredictable weather, including high temperatures and strong winds.  
Ensuring consistent power for simulators, lighting, sound systems, and sponsor booths was also essential.  
Meticulous planning overcame these obstacles, delivering a safe, seamless, and engaging Event Village experience for all.



FAI

## World Air Games

### Locations

Marina drop zone 20,000 M2  
Desert drop zone 16,000 M2  
The palm Jumeirah 12,000 M2

### Build Up Duration

2 Days

### Event Duration

7 Days

### Total Visitors

50,000

### Awarding Year

2015







## Overview



FAI World Air Games 2015, organized by the World Air Sports Federation International (FAI), was a global event showcasing various air sports disciplines.

The event was held in Dubai, United Arab Emirates, from December 1 to 12, 2015, games utilized iconic venues around Dubai, The Palm Jumeirah ,Skydive Dubai Desert Campus and the Marina drop zone These locations provided stunning backdrops for aerial performances.

bringing together elite athletes from around the world to compete in aerial sports. Participants More than 1,200 athletes from over 56 countries competed.

The event featured competitions in various air sports, including:

Parachuting, Aerobatics, Gliding, Paramotoring, Ballooning, Microlights, Drone Racing and Model Aircraft(Aeromodelling)

FAI World Air Games 2015 served as a platform for showcasing the diversity and excitement of air sports while promoting a spirit of international camaraderie and technological excellence.

Dubai's hosting of the event reflected its ambition to become a hub for international sporting events.



## EVENT PLANNING & MANAGEMENT

FAI World Air Games was a prestigious international air sports event that showcased Dubai's capacity to host large-scale competitions. With a goal to promote air sports globally, the event was held across iconic venues, chosen for their accessibility and scenic beauty.

Key considerations included coordinating with aviation authorities for safe operations, ensuring favorable weather conditions, and providing ample amenities for spectators.

The event featured live commentary, music, and cultural performances, while a comprehensive marketing campaign attracted global audiences.

Despite logistical challenges, the event highlighted Dubai's reputation as a premier destination for international sports, demonstrating Media Land Group's expertise in organizing high-profile events.





## Venue Selection & SPACE PLANNING

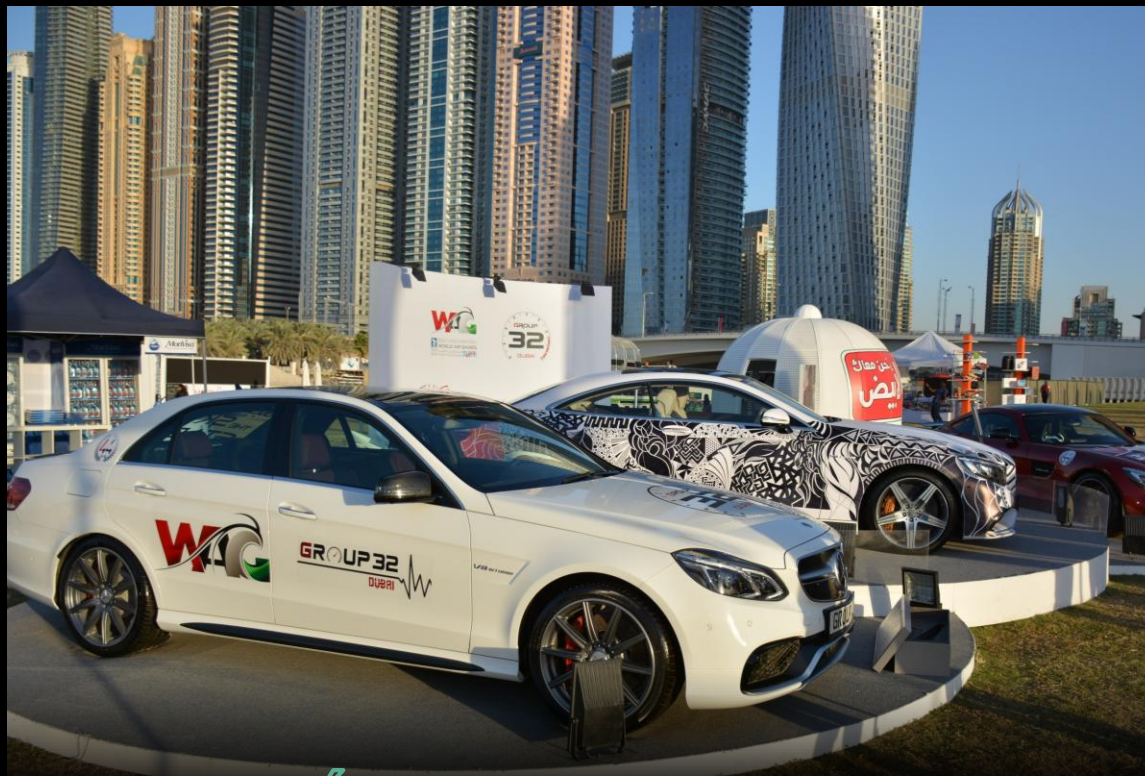
Effective space planning was crucial for the success of the FAI World Air Games, ensuring seamless flow and optimal use of space for athletes, spectators, and organizers.

The event featured multiple zones, including dedicated athlete areas, spectator spaces, recovery zones, and exhibition booths.

Key venues such as the Palm Jumeirah Village, Skydive Dubai Desert Campus, and Dubai Marina Village were tailored to specific air sports activities, offering stunning views and ample space for demonstrations. Accessibility was prioritized with clear signage and barrier-free access, while safety measures, such as crowd management and emergency services, were integrated throughout.

The Event Villages exemplified efficient space utilization and sustainability, reinforcing Dubai's status as a world-class event destination.





## THEMED DÉCOR & MANUFACTURING

FAI World Air Games Event Villages played a crucial role in creating an immersive and visually striking experience for athletes, spectators, and The FAI World.

Air Games Event Villages were designed to create an immersive experience, blending the excitement of air sports with Dubai's modern aesthetic.

The décor aimed to celebrate aviation, showcase Dubai's cultural heritage and futuristic vision, and enhance visitor engagement.



Key elements included aviation-inspired designs, such as replica airplanes and drones, and a sky and clouds motif in blues, whites, and silvers.

Dynamic LED light installations were used to mimic flight patterns, while consistent branding tied all villages together, ensuring a cohesive and memorable experience for all attendees' stakeholders.

The design reflected both the spirit of aviation and air sports and Dubai's modern and innovative aesthetic.



# TECHNICAL PRODUCTION

## Audio, Visual & Lighting



2015 DUBAI, FAI WORLD AIR GAMES  
**OPENING CEREMONY SHOW**

The technical production, AV, and lighting services for FAI World Air Games were essential in enhancing the spectator experience and ensuring smooth operations. Live feeds were broadcasted through multi-camera setups, while LED walls and mobile screens provided real-time action and replays.

High-quality PA systems delivered clear sound for announcements and commentary, with zoning tailored for different areas. Content production teams created highlight reels and integrated graphics for live scoring.

Lighting services included natural light optimization, high-intensity floodlights for evening events, dynamic stage lighting for ceremonies, and ambient lighting for pathways and exhibition areas.







## BRANDING, IDENTITY

### Marketing & Sponsorship Management

**Visual Identity:** Logo Design A dynamic and modern logo captured the energy and movement inherent in aerial sports, incorporating sleek lines and vibrant colors to reflect both the thrill of the games and Dubai's modern aesthetic.

**Athlete and Staff Gear:** Custom uniforms featuring the event logo and colors for athletes, volunteers, and staff for a cohesive look.

**Fan Merchandise:** Branded caps, t-shirts, jackets, and accessories for purchase.

**Premium Products:** Limited-edition memorabilia like collector pins and high-quality posters.

**Digital & Physical Branding:** Banners, flags, and installations throughout the venues for visual consistency.

**On-Ground Activations:** Interactive zones, photo booths, and engaging installations to highlight branding and encourage participation.

The event's unified visual identity, combining Dubai's unique appeal and global engagement, solidified the FAI World Air Games as a benchmark in event branding.









## Sponsorship Strategies

### Types of Sponsors

**Title & Presenting Sponsors:** Leading aviation, luxury, and sports tech brands funding and co-branding the event.

### Category Sponsors

**Aviation & Aerospace:** Equipment, tech support, and promotional backing.

**Luxury Brands:** Reinforced Dubai's elegance and modernity.

**Technology Firms:** Enhanced digital experience with streaming, VR, and analytics.

**Local Partners:** UAE companies and government organizations supporting regionally.

### On-Site Branding

**Venue Signage:** Prominent sponsor logos on banners and structures.

**Athlete Gear:** Sponsor logos on uniforms, equipment, and accessories.

**Spectator Zones:** Branded fan and VIP lounges.

### Digital & Media Integration:

**Live Streaming:** Tech sponsors integrated into broadcast overlays.



# Challenges

FAI World Air Games 2015 in Dubai faced several challenges, including logistical, operational, financial, and environmental factors.

Managing diverse aerial sports disciplines, such as parachuting, paragliding, aerobatics, and drone racing, each with specific safety and equipment needs, required careful coordination.

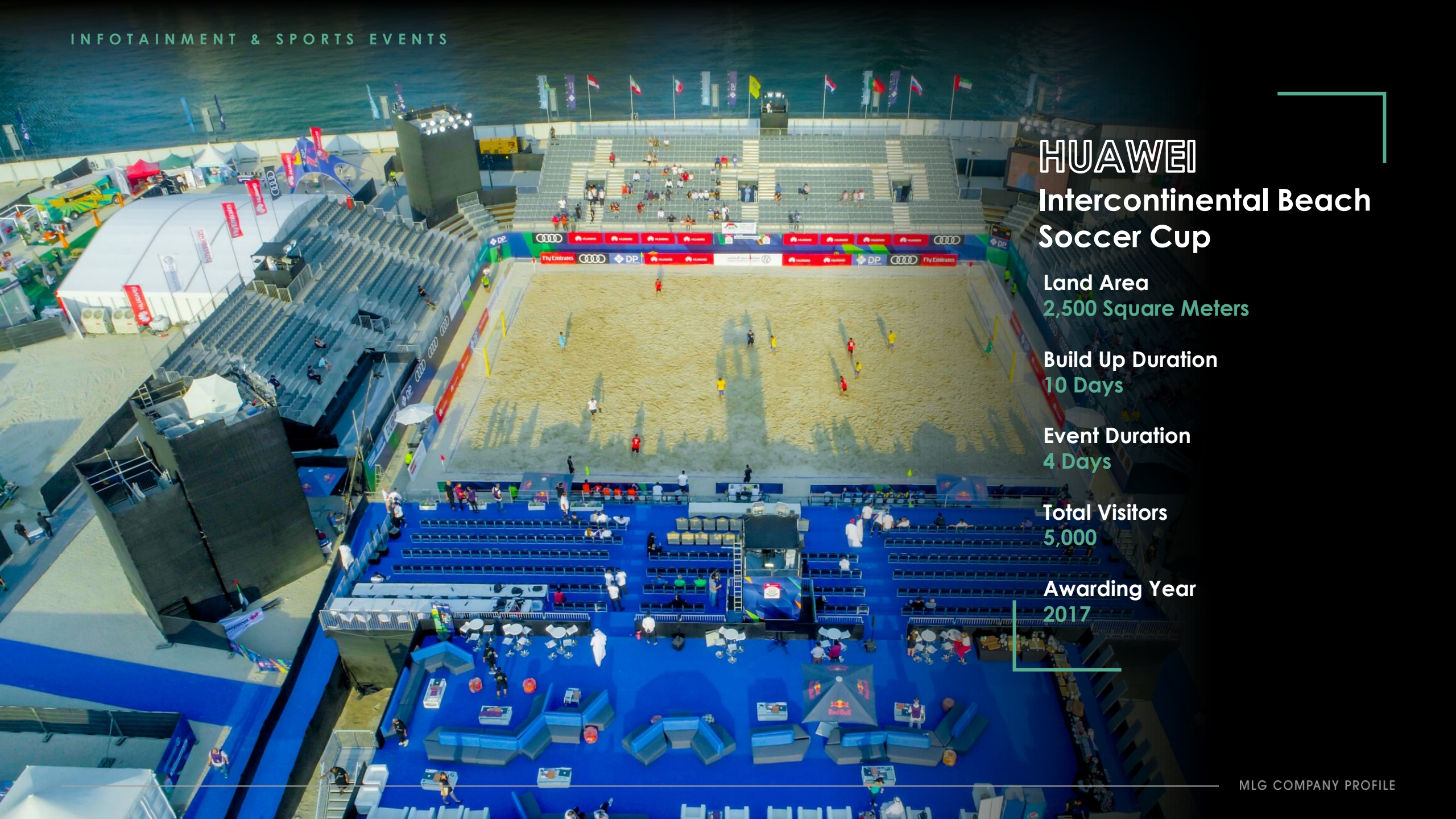
Hosting events across multiple iconic Dubai locations demanded seamless integration of infrastructure, security, and crowd management.

Adapting to Dubai's unpredictable weather, such as high winds and temperature changes, was crucial for safety.

Additionally, attracting high-profile sponsors required demonstrating clear ROI and global visibility for the event.







# HUAWEI

## Intercontinental Beach Soccer Cup

Land Area  
2,500 Square Meters

Build Up Duration  
10 Days

Event Duration  
4 Days

Total Visitors  
5,000

Awarding Year  
2017





## Overview

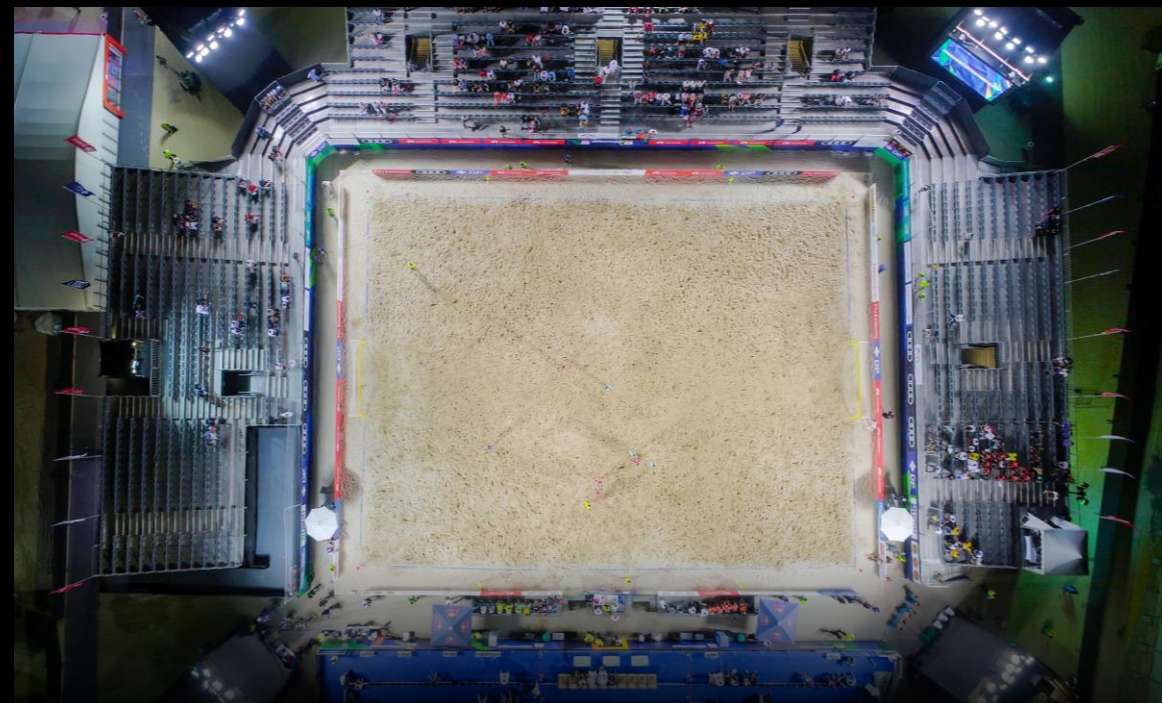
The Beach Soccer Intercontinental Cup 2017, also known as the Huawei Beach Soccer Intercontinental Cup Dubai, was the seventh edition of the Beach Soccer Intercontinental Cup, an annual international beach soccer tournament contested by men's national teams, held in Dubai, United Arab Emirates. This round of the tournament was held under the patronage of Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, the Crown Prince of Dubai and Chairman of The Executive Council of Dubai Government and Dubai Sports Council (DSC), and organized by the Dubai Sports Council, the annual beach soccer extravaganza marks the first sporting event of global scale at Marasi. The Beach Soccer Intercontinental Cup is the second-largest beach soccer competition after the World Cup. Similar to the FIFA Confederations Cup, eight nations took part, with one team representing each of the six continental football confederations as well as Brazil, and the hosts, the United Arab Emirates. Media Land Group was assigned by DSC to coordinate directly with FIFA to manage the tournament and its special requirements



## EVENT PLANNING & MANAGEMENT

Huawei Intercontinental Beach Soccer Cup showcased seamless planning and management, blending sports with Huawei's technological innovation.

From venue setup to logistics and branding, every detail was carefully coordinated.



The event featured high-end tech, including LED screens and audio systems, along with interactive fan zones and sponsor activations.

Media Land Group managed all aspects, ensuring smooth operations and real-time adjustments, while a detailed budget-maintained cost efficiency.

The tournament's success highlighted the power of strategic planning and effective execution.



# Venue Selection & SPACE PLANNING

Huawei Intercontinental Beach Soccer Cup, venue selection and space planning were crucial to align the event's goals with a practical and appealing location.

Media land group , in coordination with FIFA, selected a venue that could accommodate the beach soccer field, grandstands, VIP areas, and sponsor zones, while offering accessibility and a strong visual appeal.

The grandstand was strategically placed to provide optimal views and an immersive experience for spectators, while sponsor zones, including Huawei's, were designed to integrate seamlessly into the event's branding.

Thoughtful space planning ensured smooth crowd movement, accessibility, and a memorable experience for both players and attendees.





# DESIGN & BUILD UP

HUAWEI Intercontinental Beach Soccer Cup was not only a high-profile sporting event but also a well-planned and visually striking tournament in terms of design, branding, and event infrastructure.

The tournament blended modern aesthetics with innovative beach soccer stadium design to enhance the spectator experience.

**Venue & Stadium Design:** The tournament was hosted at a specially constructed temporary beach soccer stadium in Marasi Business Bay, one of Dubai's newest waterfront destinations.







Huawei Intercontinental Beach Soccer Cup featured exceptional technical production, expertly managed by Media land group , to create an immersive experience.

Advanced sound systems delivered crystal-clear audio across the venue, while large LED screens and projection systems enhanced visibility with live feeds, highlights, and sponsor content.

Custom lighting designs, including dynamic effects and energy-efficient fixtures, adapted to the event's day and night segments, creating a vibrant atmosphere.

Media land group also designed a versatile central stage for ceremonies and performances. With real-time coordination of sound, lighting, and multimedia,

Media land Group ensured seamless execution, elevating the event into a memorable spectacle that showcased high-quality audiovisuals and innovative staging.



## TECHNICAL PRODUCTION

### Audio, Visual & Lighting





## THEMED DÉCOR & MANUFACTURING

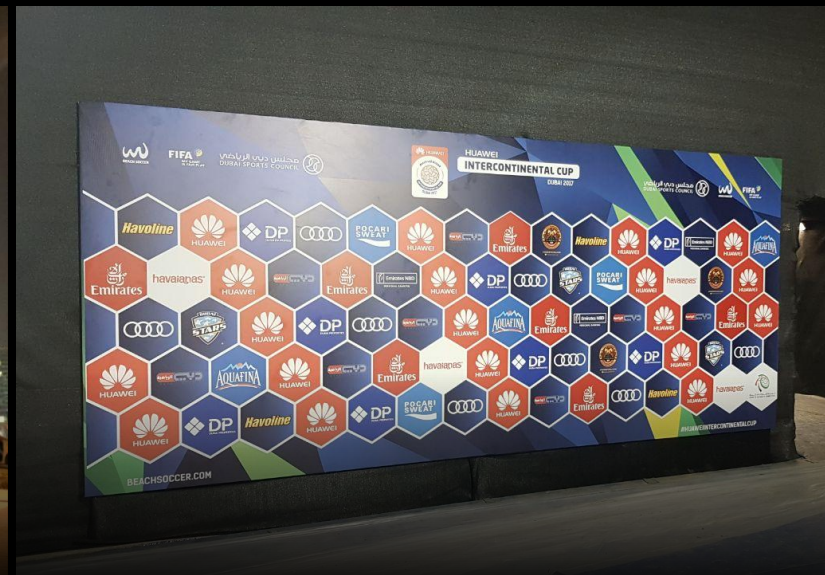
Media land Group designed striking décor for the Huawei Intercontinental Beach Soccer Cup, blending contemporary styles with beach elements to reflect the energy of beach soccer and Huawei's branding.

Custom furniture, branded arches, and display booths provided both aesthetics and functionality, while floral arrangements enhanced the beachside vibe. Premium materials ensured durability in outdoor conditions.

The result was a visually captivating environment that amplified the tournament's excitement, reinforced Huawei's presence, and created comfortable spaces for all attendees.







## BRANDING, IDENTITY MARKETING & SPONSORSHIP MANAGEMENT

The tournament managed by Media land Group in collaboration with Huawei and the Dubai Sports Council, featured strategic branding, marketing, and sponsorship.

A unified brand identity highlighted the tournament's prestige and Huawei's innovation through logos, signage, and digital content.

Branded merchandise, interactive campaigns, and influencer collaborations boosted engagement, while exclusive branding and VIP experiences elevated Huawei's sponsorship.

Additional sponsors were integrated seamlessly, making the event a landmark in beach soccer and sports marketing.





## Challenges

Huawei Intercontinental Beach Soccer Cup 2017 in Dubai faced several challenges, included tight coordination for venue setup, equipment installation, and crowd management. Timely delivery of staging, lighting, and seating required rigorous oversight, while managing a large, diverse crowd presented logistical difficulties in creating efficient pathways and entry points.

Last-minute adjustments to branding, stage designs, and entertainment added pressure to the production schedule.

Security measures, including access control and real-time surveillance, were critical to ensuring safety.

Despite these obstacles, the event was a resounding success, thanks to effective teamwork, adaptability, and strategic planning, reinforcing Dubai's status as a premier sports destination.





# Sheikh Zayed Championship Cup

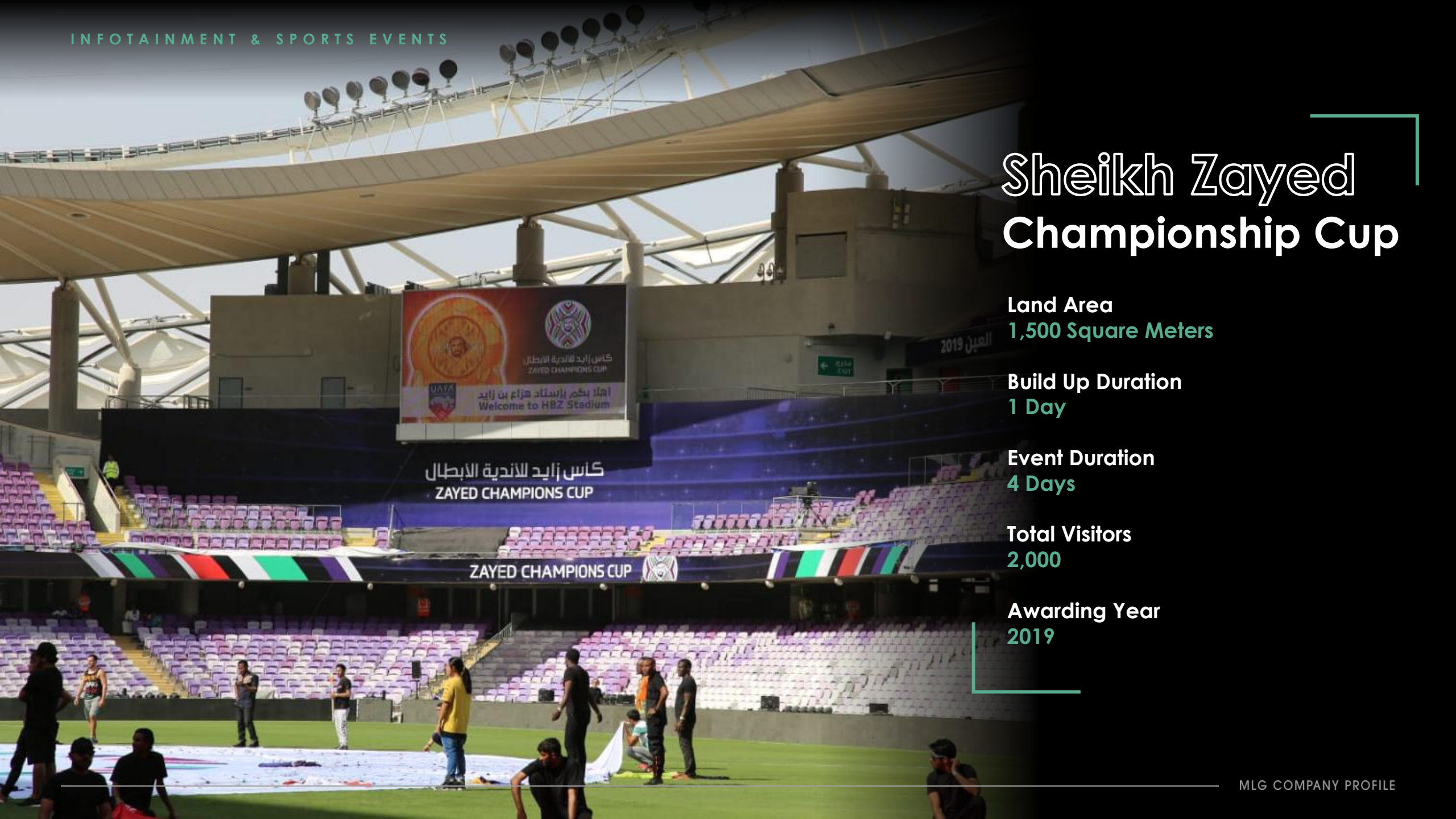
Land Area  
1,500 Square Meters

Build Up Duration  
1 Day

Event Duration  
4 Days

Total Visitors  
2,000

Awarding Year  
2019





## Overview

Sheikh Zayed Championship Cup 2019 was meticulously planned to honor Sheikh Zayed's legacy, blending creativity with Emirati values.

Clear timelines, objectives, and a well-managed budget ensured smooth execution, balancing cost-efficiency with high standards.

Experienced teams were deployed on-site to manage setup, event flow, and dismantling, while coordinating with security to maintain safety and accessibility.

The event showcased the UAE's ability to deliver exceptional events that celebrate heritage, unity, and excellence.







## THEMED DÉCOR & MANUFACTURING

The themed décor was expertly crafted to reflect the cultural and celebratory essence of the event. Drawing inspiration from Sheikh Zayed's legacy, the design blended sports motifs with modern aesthetics. Custom structures, floral arrangements, and decorative lighting created a cohesive visual narrative across the venue. High-quality materials ensured durability, and timely installation-maintained consistency.

This attention to detail enriched the event, offering an immersive experience that honored Sheikh Zayed's legacy and celebrated UAE's cultural pride.





## BRANDING & IDENTITY

**Cohesive Branding:** Developed a unified identity reflecting the event's values, showcased through the logo, signage, and materials.

**Cultural Representation:** Incorporated Emirati elements in branding to connect with both local and global audiences.

**Merchandise:** Created customized souvenirs, including T-shirts, hats, and accessories, offering lasting memorabilia.

**Global Engagement:** Integrated branding efforts to celebrate Sheikh Zayed's vision and achieve global recognition.



# Challenges

Sheikh Zayed Championship Cup 2019 was a prestigious event that celebrated Emirati culture and sportsmanship, but it also faced challenges requiring careful planning and adaptability.

Tight timelines and pressure to meet deadlines involved coordinating stage design, cultural performances, and logistics, with rigorous oversight ensuring timely execution.

Managing a large, diverse crowd and ensuring smooth flow at entry/exit points was essential for safety and comfort. Last-minute changes from stakeholders added pressure, requiring rapid adjustments in branding, stage designs, and logistics.

Security measures, including access control and emergency protocols, were key to ensuring safety.

Despite these challenges, meticulous planning, communication, and adaptability led to the successful delivery of a memorable experience that reinforced the UAE's reputation for world-class events.





# Conferences

Where Ideas Meet Impact

## Project Executed

- 5th International Sports Versus Crime
- AFCFTA
- DIPC 6 Press
- Dubai Sports Council Football Academies Championship
- Government Shared Services
- Hamdan Bin Mohammed Order of Merit for Sports Education School
- Khalifa Bin Zayed Al Nahyan Foundation\_ Iftar press
- Sharjah Economic Enterprise
- World Youth Forum



# AFCFTA CONFERENCE

Client  
Egyptian Armed Forces

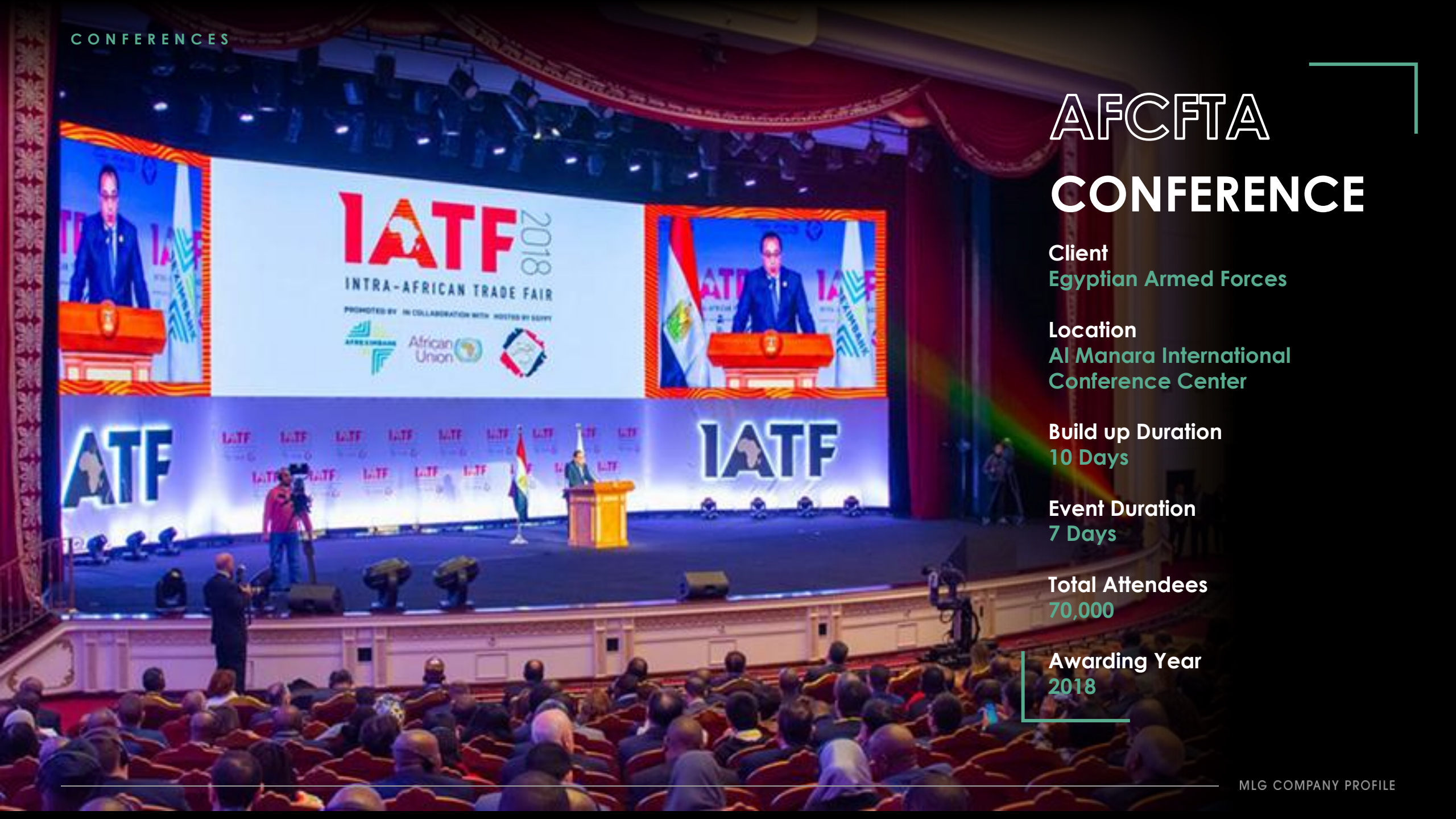
Location  
Al Manara International  
Conference Center

Build up Duration  
10 Days

Event Duration  
7 Days

Total Attendees  
70,000

Awarding Year  
2018







## Overview

Intra-African Trade Fair (IATF) 2018, held from December 11–17 at Cairo's International Exhibition Center, celebrated Africa's drive for economic integration following the AFCFTA agreement.

Organized by Afrexim bank and the African Union, the event brought together governments, businesses, and stakeholders, with President Abdel Fattah El-Sisi in attendance.

Media land Group, supervised by the Egyptian Armed Forces, ensured seamless execution by providing the main tent, custom décor, advanced AV systems, display screens, and logistical support, setting a high standard for future trade fairs.



## PLANNING & DESIGN

### Space Planning & Layout Design

#### Considerations:

Ensured efficient attendee flow and accessibility.  
Provided comfortable seating arrangements for discussions and networking with Optimized stage visibility and branding placement.

#### Proposed Layout Zones :

Main Conference Hall Central Stage with LED Screen for live visuals and presentations.  
Catering & Refreshments Area, Buffet and beverage stations for informal networking.







### Design & Fabrication Thematic Décor

#### Stage Backdrop & Branding:

- Large-scale AFCFTA logo & theme banner
- LED wall projections showcasing trade statistics and success stories.
- Traditional African motifs & contemporary design fusion
- Wood & textile-based décor reflecting African craftsmanship.
- Digital display screens for interactive product showcases.

#### VIP Lounge & Meeting Rooms:

- Premium furnishings with African-inspired art pieces.
- Soundproof glass partitions for private discussions.
- Branded table settings with AFCFTA insignia.

#### Wayfinding & Signage:

- Multi-lingual digital signboards for attendee navigation.
- Large-scale AFCFTA trade map installation\* guiding visitors through trade benefits.





# On-Site Management

## Event Setup

Pre-event site inspection to ensure venue readiness.  
Zoning spaces for stage, seating, networking, exhibition booths, and catering.  
Branding installation for backdrops, signage, and promotional materials.  
Security & access control setup for attendee flow management.  
Test runs for AV, lighting, and live-streaming equipment.  
Production & Technical Support

## Audio-Visual (AV) Setup

Microphones, speakers, wireless headsets, LED walls, projection screens, and live streaming equipment.

**Lighting & Effects:** Stage and audience lighting, plus decorative lighting for ambiance.

**Live Interpretation Technology:** Headsets, booths, and simultaneous interpretation software for multilingual support.



## On-Site Staff Management

Event coordinators to oversee operations.  
Security personnel for VIP management and crowd control.  
Technical team for AV, lighting, and streaming.  
Ushers & guides to assist guests and direct attendees.  
Media & PR team for press interactions and content distribution.  
Furniture Services  
High-quality seating for panelists, speakers, and attendees.  
Podium with branding elements.  
Reserved front-row seating for VIPs and key officials.  
Translation & Interpretation Services  
Dedicated interpreters for French, Arabic, English, and Portuguese.  
Soundproof booths and live translation displayed on screens for accessibility.





## Challenges

AFCFTA Conference 2018 faced several challenges, including complex venue logistics, managing a large and diverse audience, navigating Cairo's bustling environment, and accommodating last-minute stakeholder requests.

Coordinating equipment delivery, ensuring smooth crowd management, and addressing logistical bottlenecks required meticulous planning and round-the-clock communication.

Security was a top priority, with stringent measures implemented to protect attendees, including VIPs like President Abdel Fattah El-Sisi. Despite these hurdles, the team's adaptability and strategic collaboration ensured the event's success, solidifying its impact on Africa's trade integration and reinforcing Cairo's role as a premier host for international conferences.





# GOVERNMENT SHARED SERVICES

Client

Ministry of Interior - UAE

Location

The Ritz-Carlton Hotel - Abu Dhabi

Build up Duration

1 Day

Event Duration

1 Day

Total Attendees

120

Awarding Year

2016



# Overview

Government Shared Services Conference brings together policymakers, industry leaders, and public service professionals to explore strategies for improving government operations through shared services.

The event focuses on enhancing efficiency, reducing costs, and fostering collaboration between government agencies, private sector innovators, and service providers.

It showcases innovative technologies and tools to streamline processes, address challenges, and develop actionable solutions for effective service delivery, ultimately empowering governments to optimize resources while maintaining high-quality services for citizens.





# PLANNING & DESIGN

**Modern Efficiency & Innovation:** Use sleek, minimalist designs reflecting streamlined services and digital transformation with tech-inspired elements.

**Key Décor:** Include modern podiums, clean-lined furniture, and subtle government branding.



**Welcome Area:** Feature a branded photo backdrop with the conference logo, digital kiosks for registration, and event info.

**Networking Lounge:** Furnish with modular seating for informal discussions, decorated with branding elements and inspirational quotes.

**Signage & Furniture:** Use high-quality signage and modular furniture to balance functionality and aesthetics.





## Stage Design

Create a professional stage that aligns with the conference theme, incorporating branding elements, banners, and digital displays for speaker and sponsor visibility.

Offer flexible seating arrangements for keynote sessions, breakout discussions, and panels, while designating areas for VIPs, press, and general attendees.

Provide high-quality, ergonomic furniture for conference rooms and networking spaces, along with modular display units, counters, and stands for exhibitors and sponsors, tailored to the event's branding and functional needs.







## TECHNOLOGY INTEGRATION

### Event Platform:

- Implement a user-friendly event app for scheduling, speaker bios, and attendee networking.
- Deploy kiosks for self-check-in.
- Data Analytics Track attendee engagement metrics for post-event analysis and reporting.





# Challenges

Government Shared Services Conference faced several challenges, reflecting the complexities of hosting a large-scale event in a unique context. These included increased costs and logistical complexities to ensure the safety of visitors and staff.

Accessibility to the venue through parking and public transport also posed difficulties. Supply chain disruptions, such as global shortages of materials, impacted timelines.

Despite these challenges, the conference successfully showcased Saudi Arabia's commitment to modernizing government services, positioning itself as a key event in the global public sector landscape.

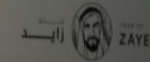




KHALIFA BIN ZAYED AL NAHYAN  
FOUNDATION



مؤسسة خليفة بن زايد آل نهيان  
للأعمال الإنسانية



المؤتمر الصحفي

لشروع إفطار صائم للعام 1439 هـ / 2018م

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# KHALIFA BIN ZAYED AL NAHYAN FOUNDATION IFTAR

Client

Khalifa Bin Zayed Al Nahyan Foundation

Location

Dusit Thani Hotel - Abu Dhabi

Build Up Duration

1 Day

Event Duration

1 Day

Total Attendees

100

Awarding Year

2018





## Overview

Khalifa Bin Zayed Al Nahyan Foundation's 2018 Iftar Press Conference highlighted its Ramadan initiatives, emphasizing solidarity and support for families in need across the UAE. The foundation announced the distribution of over 950,000 Iftar meals across all seven emirates, ensuring accessibility through designated sites such as mosques, labor accommodations, and community centers. This initiative, made possible through partnerships with municipalities, charities, and volunteers, reflected the UAE's values of generosity and compassion. The press conference underscored the foundation's commitment to social welfare, inspiring further contributions to charitable efforts during the holy month.



## PLANNING & DESIGN

### Event Planning & Execution

Aligned with the foundation's humanitarian values and objectives.  
Ensured seamless organization from concept to post-event analysis.

### Space Planning & Layout Design

**Main Stage Area:** Centrally located with ample seating for speeches and discussions.

**Stage Setup:** Modern design with LED backdrops, customizable displays, and integrated branding.

### Design & Thematic Décor

**Exhibition Hall:** Positioned to maximize exhibitor visibility and attendee engagement.

**Networking Zones:** Comfortable seating areas for discussions and collaboration.

Inspired community support and engagement.  
Reinforced the foundation's commitment to excellence in humanitarian efforts.





# ON-SITE Management

## Venue Coordination

Ensured comfortable accommodation for attendees with conference rooms, breakout spaces, and networking areas.

**Stage Design:** Created a professional stage with branding elements, banners, and digital displays for speaker and sponsor visibility.

**Seating Arrangements :**flexible seating configurations for keynote sessions, panel talks, and designated areas for VIPs, press, and general attendees.



## Furniture Services

Supplying ergonomic, stylish seating, tables, podiums, and modular display units for exhibitors and sponsors, aligned with event branding.

## Logistics Management

Oversaw registration, badge issuance, and attendee flow for smooth operations.

## Emergency Protocols

Developed contingency plans for unforeseen issues like weather or medical emergencies.

## Catering Service

Provided diverse food and beverage options, catering to dietary restrictions.





# Challenges

Khalifa Bin Zayed Al Nahyan Foundation's Iftar Press Conference 2018 encountered several challenges during its execution, which required careful planning and adaptability.

**Last-Minute Changes:** Requests for branding and program adjustments from stakeholders required rapid adaptations without affecting the event's quality.



# WORLD YOUTH FORUM

**Client**  
Egyptian Armed Forces

**Location**  
Sharm El-Sheikh International  
Congress Center

**Build Up Duration**  
5 Days

**Event Duration**  
4 Days

**Total Attendees**  
5,000

**Awarding Year**  
2021





## Overview

World Youth Forum (WYF) 2021, held in Sharm El-Sheikh, Egypt, from January 10 to 13, gathered over 5,000 youth leaders, entrepreneurs, and policymakers to discuss global challenges and promote peace and development. Under the auspices of Egypt's President Abdel Fattah el-Sisi, the forum focused on post-COVID-19 recovery, sustainable development, climate change, gender equality, and entrepreneurship. High-profile speakers and interactive sessions, including workshops and panel discussions, provided a platform for cultural exchange and global unity. The event reinforced Egypt's role as a leader in empowering young people and fostering international cooperation.



# PLANNING & DESIGN

## Production Design & Fabrication

- Modular stage setups for flexible session transitions.
- Advanced lighting, sound systems, and multimedia displays.
- Eco-friendly materials to support sustainability.

## Space Planning & Layout Design

- Efficient use of space for plenary sessions, exhibitions, and networking areas.
- Strategic zoning for key areas (conference halls, cultural displays, lounges).
- Clear pathways for smooth crowd flow and accessibility.
- Open-air spaces to accommodate post-pandemic safety measures.
- Integration of multiple stages/screens for hybrid participation.







### Thematic Décor Reflect

Thematic décor for WYF blended youth empowerment, global collaboration, and sustainable development. The event featured installations and displays focused on global challenges like climate change, innovation, and education, with vibrant colors and patterns inspired by Egyptian heritage.

Interactive digital art and installations engaged attendees, while greenery emphasized the forum's commitment to sustainability. This balanced approach of aesthetics and functionality aligned with the forum's mission, creating an inspiring environment that celebrated cultural diversity and global unity.







### Event Setup

Ensured venues were prepared and functional before the event.

**Pre-Event Inspections:** Verified layout, safety measures, and accessibility.

**Safety Protocols:** Checked fire exits, crowd control, and emergency response plans.

### Operations Management

Coordinated event flow and supported attendees.

**Staff Deployment:** Trained staff for registration, guidance, and session management.

**VIP Handling:** Dedicated teams for VIP protocol and guest management.

**Health & Safety:** Monitored COVID-19 guidelines, including mask-wearing and social distancing.

## ON-SITE Management







**Audio-Visual (AV) Equipment Management:**

Advanced sound systems for clear audio in conference halls and breakout rooms.  
High-resolution projectors and monitors for presentations and videos.  
Real-time audio adjustments to avoid disruptions.  
Support for hybrid participation with microphones, webcams, and audio mixers.

**LED Screen Management:**

LED screens for live streaming, event branding, and immersive content.

**Production Technical Support**

Synchronized playback of presentations, videos, and social media feeds.  
Troubleshooting to maintain screen quality and accuracy.  
Creative visual elements, including animated backdrops and interactive graphics.

**Lighting Systems:**

Stage lighting with spotlights, floodlights, and dynamic effects.  
Programmable lighting for synchronized effects in keynotes and cultural presentations.  
Ambient lighting for networking and exhibition spaces.  
Backup power solutions for uninterrupted lighting





# TECHNOLOGY INTEGRATION

## **In-Person & Virtual Participation:**

Enabled global participation with live-streaming platforms for plenary sessions and cultural events. Interactive tools (live Q&A, virtual polling, and chat) engaged virtual participants in real-time. High-definition AV equipment ensured a seamless remote experience.

## **Digital Displays & Content Delivery:**

Large LED screens and digital signage provided real-time updates and event highlights.

Integrated augmented reality (AR) for enhanced exhibition and cultural display experiences.







## Challenges

The preparation and implementation of the World Youth Forum 2021 involved overcoming several key challenges. Coordinating a global event with over 5,000 attendees required seamless logistical coordination, ensuring timely delivery of materials and proper setup for both in-person and virtual participants. The ongoing pandemic necessitated strict health and safety protocols, including social distancing and mask-wearing, while maintaining the event's original vision.

Technology integration posed challenges in managing hybrid participation and ensuring smooth live streaming and virtual interactions. Crowd control and VIP security were also crucial, requiring precise planning to ensure safety and smooth flow of attendees. Multilingual communication services were essential for a diverse audience, and tight timelines demanded efficient coordination across teams.

Additionally, balancing cultural sensitivity with global themes added complexity to the event's design and execution. Despite these hurdles, the event's successful execution demonstrated the team's resilience, adaptability, and ability to manage complex logistics and technology, making the forum a memorable and impactful experience for all participants.



# Exhibitions

Showcasing Excellence, Inspiring Connections

## Project Executed

- Abu Dhabi Air Expo
- AL Foah
- Al Muwatta Publishing
- Camel Exhibition
- Utilities & Urban Communities
- Environment Week
- Janadriya Car Show Expo
- Khalifa Bin Zayed Al Nahyan Foundation
- Kuttab Publishing
- Media Land Stand
- Mohammed Bin Rashid Housing Est.
- National Library & Archives
- PUKKA New Capital
- Saudi Arabia Pavilion
- Sharjah Commerce & Tourism Development Authority
- SPIMACO



# ABU DHABI AIR EXPO

Client

Al Bateen Executive Airport

Venue

Al Bateen Executive Airport

Space Area

80,000 Square Meter

Build Up Duration

10 Days

Event Duration

3 Days

Awarding Year

2013





## Overview

Abu Dhabi Air Expo 2013 at Al Bateen Executive Airport showcased cutting-edge aviation advancements, attracting industry leaders worldwide. Media Land Group played a key role by providing high-quality tents, executing professional printing works, and designing striking entrance gates. Their seamless execution enhanced branding, functionality, and the overall visitor experience, reinforcing the expo's reputation as a premier aviation event.



# PLANNING & DESIGN



## Space Planning & Layout Design

Ensured an optimized layout for exhibitors, aircraft displays, and visitor flow, enhancing accessibility and engagement.

## Design and Fabrication of Thematic Décor

Delivered high-quality, aviation-themed décor, including entrance gates and branding elements, creating a visually striking and immersive environment.

These services contributed to the event's functionality, branding, and overall success.



# ON-SITE MANAGEMENT

## Event Setup

Coordinated and executed the structured installation of event elements.

## Production & Technical Support

Provided audiovisual, lighting, and technical assistance for smooth operations.

## On-Site Staff Management

Supervised event personnel to ensure efficiency and professionalism.

## Furniture Services

Supplied functional and stylish furniture for exhibitor spaces and lounges.

## Installation and Dismantling

Ensured timely and efficient setup and breakdown of event structures.

These services contributed to the event's organization, visitor experience, and overall success.







## FEEDBACK & SUCCESS

Abu Dhabi Air Expo faced challenges such as tight deadlines, complex bespoke designs, and the need for durable outdoor structures. Seamless integration of advanced audio-visual and lighting systems required real-time troubleshooting, while aligning sponsor expectations and managing logistics added further complexity. Through strategic planning, adaptive management, and teamwork, Media Land Group successfully delivered a high-quality event, overcoming obstacles with innovative solutions and efficient coordination.





# LIWA DATES FESTIVAL

**Client**  
Al Foah

**Venue**  
Liwa Dates Festival - Abu Dhabi  
Liwa Dates Festival - Ajman

**Stand Size**  
8 x 4 x 4H Meter  
6 x 3 x 4H Meter  
10 x 10 x 4H Meter

**Build Up Duration**  
3 Days

**Event Duration**  
3 Days

**Awarding Years**  
2021 To 2023





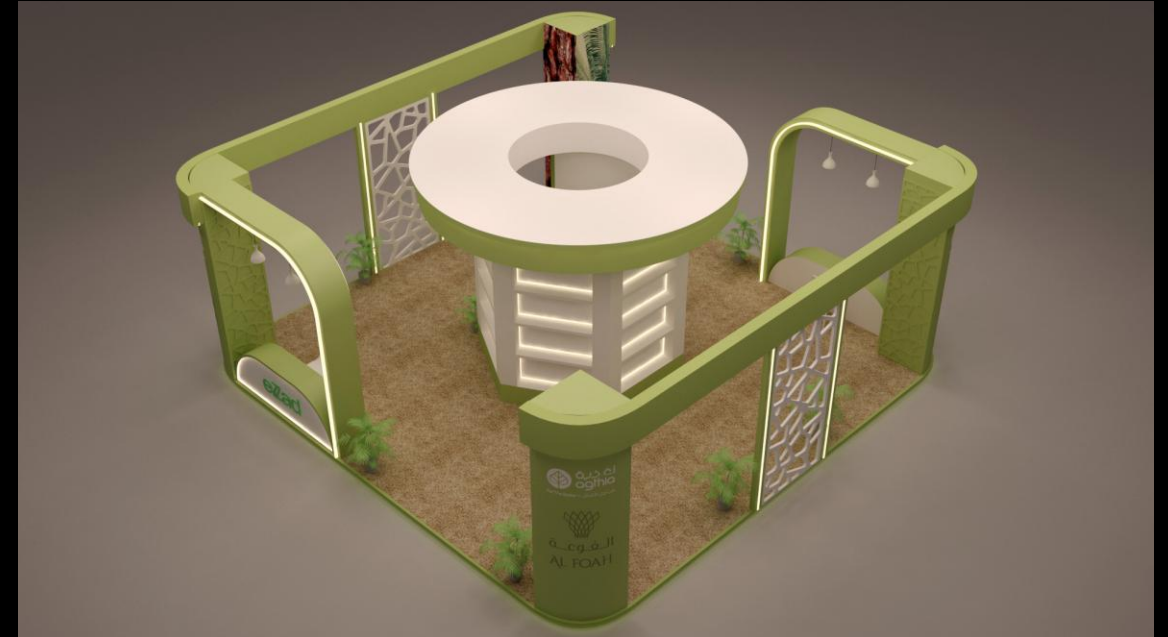
## Overview

Al Foah Company platform at the Liwa Dates Festival 2021 to 2023, sized at 4m x 8m x 4m H, showcased the company's leadership in date cultivation and production. The platform highlighted Al Foah's commitment to sustainability, innovative farming techniques, and high product standards. Interactive displays and multimedia presentations offered visitors an engaging, informative experience, detailing the stages of date cultivation from planting to packaging. Through this showcase, Al Foah effectively communicated its role in the date industry, emphasizing its dedication to excellence and sustainability.



# PLANNING & DESIGN

Al Foah Company platform at the Liwa Dates Festival 2021 to 2023 combined modern design and efficient space use to offer an engaging experience, showcasing the company's innovation, high-quality products, and sustainable date production practices.



## Space planning & Layout Design

**Modern Aesthetics:** Sleek, contemporary design with high-quality materials, reflecting Al Foah Company's innovative approach to date production.

**Efficient Space Use:** Strategic layout platform for smooth visitor flow, easy access to exhibits, and a functional, inviting atmosphere.





### Design and Fabrication Thematic Décor

Sleek lines, high-quality materials, and strategic lighting created a sophisticated atmosphere, while a well-planned layout optimized the 4m x 8m space for smooth visitor flow.

This thoughtful design made exhibits and interactive displays easily accessible, ensuring the platform was both visually appealing and informative, enhancing the overall visitor experience.

**MDF:** Chosen for its smooth surface, versatility in shaping, and ability to create intricate designs that enhanced the modern aesthetic.

**Plywood:** Used for its durability and structural strength, providing reliable support and resistance to warping and cracking.

**Purpose:** Wood served both structural and aesthetic roles, adding a warm, natural contrast to the modern design.

**Carpet Flooring:** Selected for its modern look and durability, ensuring it withstood heavy foot traffic while complementing the overall design.



## EXHIBITION STANDS



## FEEDBACK & SUCCESS

The Al Foah Company Platform at the Liwa Dates Festival 2022 & 2023 received exceptional feedback, praised for its modern design and efficient use of space. Visitors appreciated the engaging, interactive exhibits, which offered insights into Al Foah's innovative cultivation methods and high-quality production. Multimedia presentations and hands-on displays provided an immersive, educational experience, highlighting the company's commitment to sustainability and excellence. Overall, the platform effectively showcased Al Foah's key role in the date industry, leaving visitors impressed with its dedication to advancing the sector.



# ABU DHABI BOOK FAIR

Client  
Al Muwatta Publishing

Venue  
ADNEC

Stand Size  
12 x 9x 5h Meter

Build Up Duration  
3 Days

Event Duration  
7 Days

Awarding Year  
2015



# Overview

Al Muwatta Publishing stand at Abu Dhabi International Book Fair 2015 was part of a major cultural and literary event in the UAE. Al Muwatta Publishing is known for publishing Islamic scholarly works, including texts on Islamic jurisprudence, theology, and spirituality.

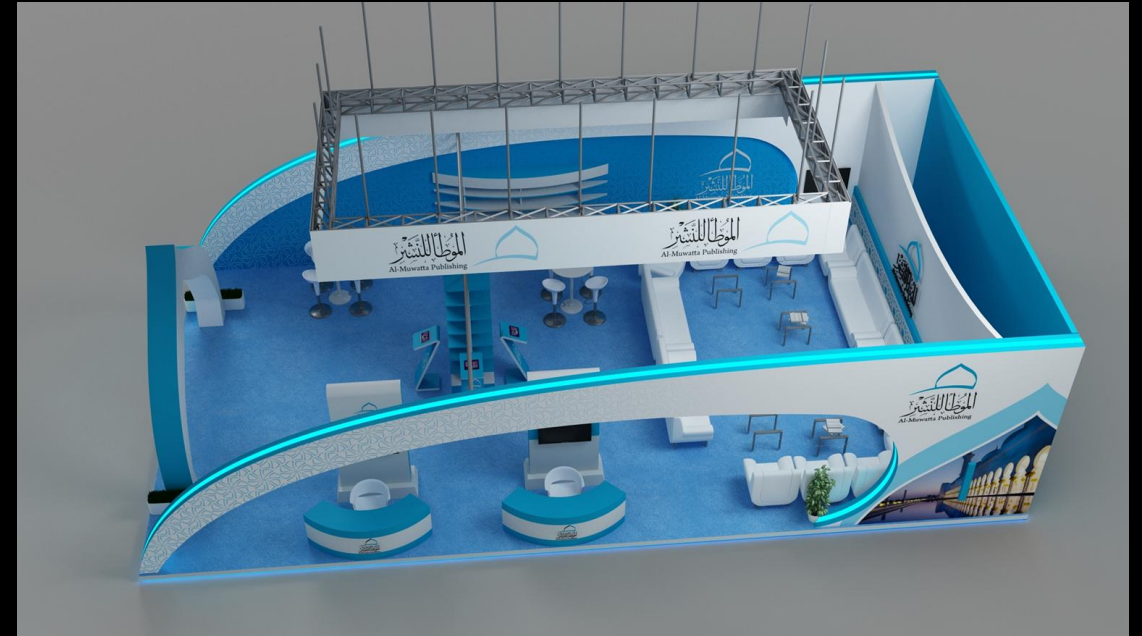
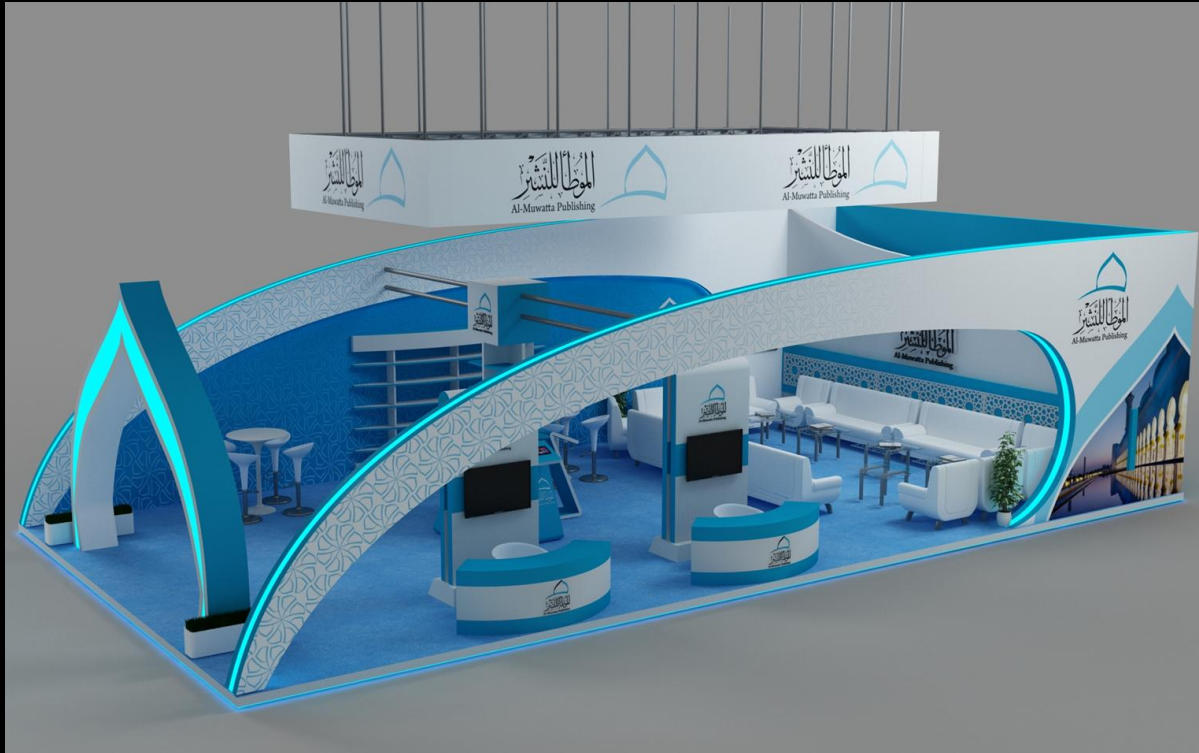


Abu Dhabi International Book Fair is one of the largest book fairs in the region, attracting a wide variety of publishers from around the world. The 2015 edition featured thousands of titles, author signings, literary discussions, and cultural programming. Al Muwatta's presence focused on Islamic literature, with their stand showcasing classical and contemporary Islamic works for visitors.



## PLANNING & DESIGN

This design concept balances Islamic tradition and scholarship with a welcoming, modern feel, making the booth a destination for anyone interested in deepening their knowledge of Islamic literature and heritage. The Stand's design also involve merging traditional Islamic aesthetics with modern design elements to reflect the essence of the publisher's focus on Islamic scholarship and spirituality.



### Layout and Space Planning

For Al Muwatta Publishing stand effective layout and space planning are crucial to maximize visitor engagement and ensure a smooth flow. We took in consideration the crucial of the balance's functionality and aesthetics to create an excellent visitor experience.

While designing Al Muwatta Publishing stand, the client had a set of requirements and objectives to ensure the stand effectively represents their vision, culture, and goals. the design met all the client's requirements taking in consideration the representation of the client's identity and branding, effectively showcasing their Islamic literature while appealing to a broad audience through modern aesthetics and efficient space use.





### Design and Fabrication Thematic Décor

The Stand's design was inspired by traditional Islamic arches and architectural motifs, blending classical design with contemporary functionality. It has been taken into consideration the shelving and display areas to mimic the style of old libraries, with arched bookcases and wooden accents.

While designing the stand, we didn't forget to create a comfortable and cozy reading nook with low seating where visitors can sit and explore the books, evoking a sense of Islamic majlis-style hospitality.

**Modern Aesthetics:** To incorporate modern aesthetics into Al Muwatta Publishing stand, the design blended clean, modern design principles with subtle Islamic motifs and cutting-edge technology, the stand conveyed a sense of timeless tradition meeting contemporary innovation, making it visually striking and culturally meaningful

**MDF (Medium-Density Fiberboard):** Selected for its versatility and smooth surface. CNC Islamic motif

**Plywood:** Chosen for its structural strength.

**Steel:** Used for its strength and durability, providing structural support and complementing the overall design.

**Purpose:** The combination of wood and steel served both structural and aesthetic purposes. Wood was cut into decorative shapes, and steel provided additional strength.

Customized printed wallpaper

**Flooring:** Carpet Flooring, Utilized for its durability and aesthetic appeal, contributing to the overall modern look.

By considering all these requirements, the stand became a successful platform for Al Muwatta Publishing to effectively engage with visitors,



## ON-SITE MANAGEMENT

Ensured seamless execution of the event by overseeing all logistical and operational aspects, coordinating with vendors, and managing real-time problem-solving to deliver a smooth experience.

### Event Setup

Handled the complete setup process, including venue preparation, stage and booth installations, branding arrangements, and ensuring all elements are in place for a professional and engaging presentation.

### Production & Technical Support

Provided state-of-the-art audiovisual and lighting solutions, stage production, and technical assistance to ensure high-quality presentations, performances, and live interactions.

guest satisfaction with a diverse selection of culinary options.

### Furniture Services

Supplied and arranging necessary furniture, including seating, tables, display units, and custom furnishings to complement the event's design and functionality.







## TECHNOLOGY INTEGRATION

Advanced technology was integrated into the stand's design to enhance visitor engagement and showcase Al Muwatta Publishing commitment to innovation in publication industry.

### Advanced Content Display Solutions

#### Digital Displays

video walls displayed high-resolution images, videos, and animations of Al Muwatta's newest publications and news. These digital elements were designed to engage visitors and provide a dynamic presentation of information.

#### Interactive Displays

Digital interactive screens were used to present data and visuals related to Al Muwatta's Publications , where visitors could browse e-books and gain information about their authors and topics.

### Tablets

were utilized to enhance visitor interaction and engagement through searching for the desired topic through Al Muwatta's publications and find the books related to their interest to read it in the reading corner of the stand or even buy it.







### Interactive Visitor Engagement Technologies

The implementation process focused on seamlessly integrating modern aesthetics, the Islamic identity and practical functionality with efficient space utilization to create a visually appealing and functional platform. Contemporary design elements were carefully incorporated into the overall design, ensuring that the platform exuded a contemporary and sophisticated atmosphere.

The use of sleek lines, high-quality materials, and strategic lighting contributed to a modern look that resonated with visitors. Space optimization was a key aspect of the design, with a well-thought-out layout that ensured efficient use of the space. Strategic planning allowed for the smooth flow of visitor traffic, making each zone easily accessible.

Through meticulous planning and execution, the stand not only reflected the publisher's identity but also created a welcoming, functional, and visually stunning space for visitors at the event.

**Eco-Friendly Materials:** Sustainable materials and finishes were used in the manufacturing of the stand, aligning with the growing emphasis on environmental responsibility in design and production.



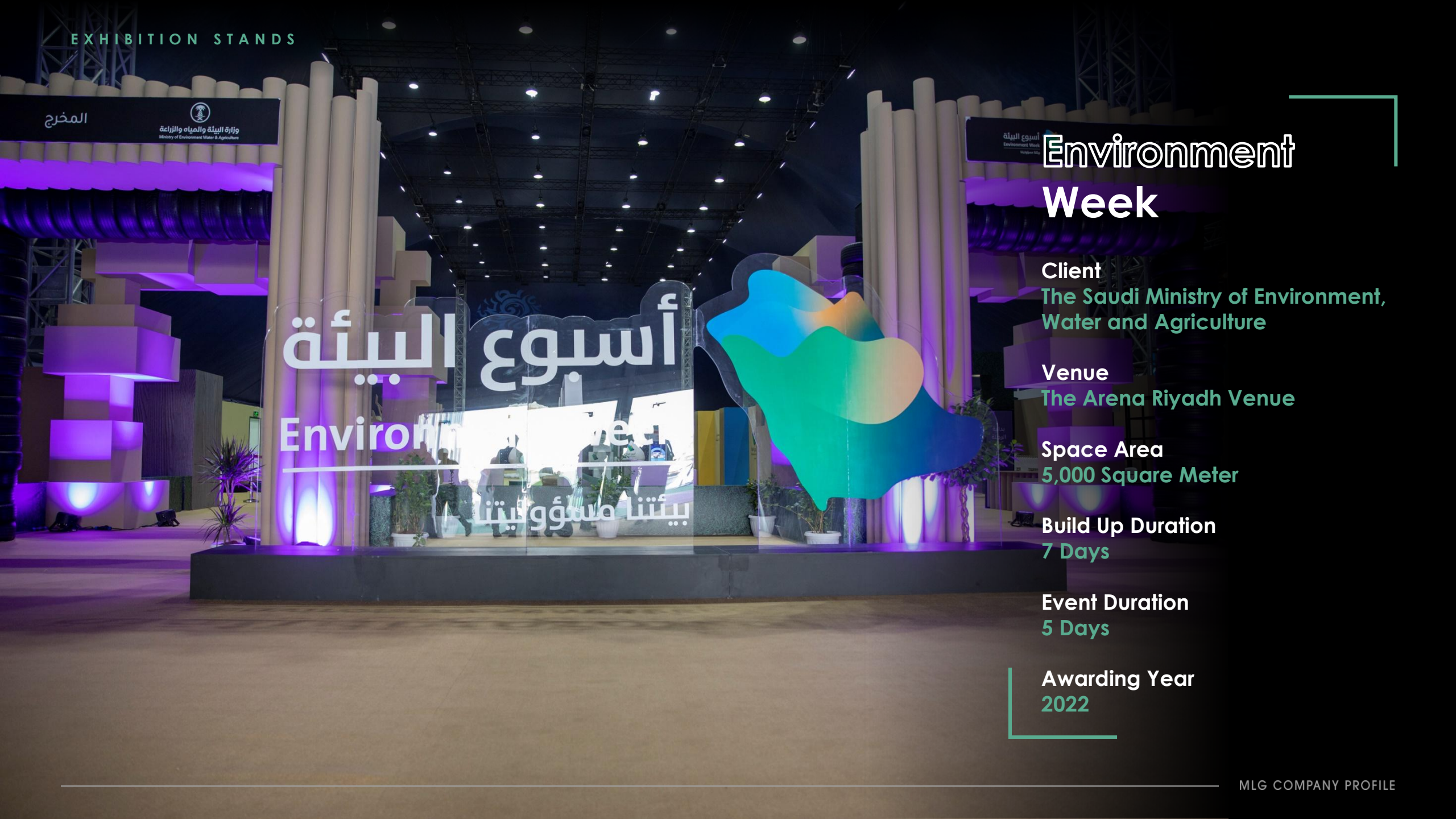


## FEEDBACK & SUCCESS

The feedback and success of Al Muwatta Publishing's stand were measured through the number of visitors stopping by the stand during the fair is a key indicator of success. High traffic showed that the stand's design, layout, and branding were appealing and eye-catching.

A successful stand is one that not only attracts attention but also creates memorable experiences for visitors, enhances the brand's visibility, and supports the publishing house's goals, and that were the key indicators of Al Muwatta's stand success. Positive feedback from visitors, increased sales and media coverage were all strong indicators of the stand's success.





# Environment Week

## Client

The Saudi Ministry of Environment, Water and Agriculture

## Venue

The Arena Riyadh Venue

## Space Area

5,000 Square Meter

## Build Up Duration

7 Days

## Event Duration

5 Days

## Awarding Year

2022





## Overview

The Ministry of Environment, Water and Agriculture is one of the most important ministries in the Kingdom of Saudi Arabia, (MEWA) is responsible for the regulation and implementation of all aspects of the country's policies for the environmental, water and agricultural sectors. The city of Riyadh celebrated Environment Week held at The Arena in Riyadh, from 20 to 27 March 2022. The event was organized with the slogan, "Our environment is our responsibility" and witnessed participation from several citizens along with government and private agencies. This event featured various interactive exhibitions and activities aimed at promoting environmental preservation in line with Saudi Arabia's Vision 2030 goals. The event involved a broad range of participants, from government agencies to private organizations, working together to raise environmental awareness



# PLANNING & DESIGN

## Space planning & Layout Design

**Eco-friendly materials:** The use of sustainable building materials, like recycled or locally sourced materials, aligning with the environmental theme of the event.

**Energy-efficient solutions:** The lighting and power setups were energy-efficient, to inline with the gallery goals

**Interactive Displays:** A focus on digital and interactive exhibits allowed visitors to engage with data visualizations, simulations, and educational content related to biodiversity, renewable energy, and waste management.



**Natural Integration:** The aesthetic included natural elements such as indoor greenery, wood textures, and earth tones, giving the space a modern yet grounded feel. Green walls and plant installations emphasized the importance of reconnecting with nature.

**Geometric Forms:** The design incorporated sharp, geometric lines and modern architectural forms that reflect contemporary design trends, offering a sleek and innovative environment for visitors.

**Multi - functionaries:** Spaces for workshops, entertainment shows, and panel discussions were considered , ensuring the layout supports different activities without overcrowding.

**Educational components:** The exhibits that provide information in engaging ways, such as infographics, visual data, and hands-on activities that make learning about environmental issues accessible to a broad audience.



Design and Fabrication Thematic Décor

The gallery aimed to present environmental issues in a minimalist and clean aesthetic, aligning with the event's theme of sustainability and climate action. Here are some elements that contributed to its modern appeal

**Eco-Minimalism:** The gallery featured a minimalist design with a focus on simplicity and functionality, using sustainable materials and open spaces to create a seamless flow between the exhibits.

**Innovative Lighting:** Modern galleries often incorporate natural lighting and energy-efficient LED lights, which have been a key feature in the Environment Week gallery.

**Interactive Technology:** The inclusion of interactive digital screens and projection displays added a futuristic edge to the gallery. Visitors could engage with real-time environmental data and visualizations, blending technology with environmental storytelling.



**Multi-Sensory Experience:** The gallery design encouraged a multi-sensory experience, combining audio-visual aids, hands-on activities, and interactive learning stations to immerse the audience in the urgency of environmental protection efforts.

**Materials Used:** For the materials used in executing the Environment Week Gallery, we had to use a variety of materials that supported the theme and objectives of the Gallery and reinforced the message of sustainability.

**MDF recycled wood (Medium-Density Fiberboard):** Selected for its smooth surface, which is ideal for painting and finishing, and its versatility in shaping.

**Recycled Plywood:** Chosen for its durability and structural strength, plywood was used in areas requiring robust support.



## EXHIBITION STANDS



**Recycled Materials:** Use items like cardboard, plastic bottles, and metal cans to create displays, sculptures, or information boards.

**Biodegradable Materials:** like bamboo, paper, and organic fabrics for a more eco- friendly approach.

**Natural Materials:** Stones, leaves, and other natural elements can be used to create a more earthy, organic feel.

**Eco-friendly Inks and Paints:** non-toxic, water-based paints and inks were used for the signages and the artworks.

**Digital Displays;** To reduce paper waste, digital screens and tablets were excellent choices to showcase information, videos, and interactive content.





# ON-SITE MANAGEMENT

Ensured smooth execution of the event by overseeing all operational and logistical aspects, coordinating with vendors, and handling real-time troubleshooting.

## Event Setup

Managed the complete setup process, including venue preparation, stage design, branding installations, seating arrangements, and exhibition space organization.

## Production & Technical Support

Provided high-quality audiovisual, lighting, and stage production solutions to ensure professional presentations, live broadcasts, and seamless event execution.

## On-Site Staff Management

Recruited, training, and supervising event staff, including registration personnel, ushers, security teams, and support staff\*\*, to maintain efficiency and guest satisfaction.

## Furniture Services

Supplied and arranging event furniture, such as seating, tables, podiums, and decorative elements, to create a comfortable and functional event environment.

## Translation & Interpretation Services

Provided live interpretation, document translation, and multilingual support to facilitate effective communication for international guests and speakers.







# TECHNOLOGY INTEGRATION

## Advanced Content Display Solutions

Integrating technology into an Environment Week gallery enhanced the visitor experience, make information more engaging, and support the event's environmental goals.

## Digital Displays

These screens, featuring high-definition visuals and audio capabilities, played a pivotal role in showcasing the Ministry's global environmental efforts. Each screen was carefully programmed to display a range of content, including videos, presentations, and multimedia documentaries. These visual narratives highlighted the impact of the Ministry's initiatives across various regions.

## Interactive Displays

Interactive screens were integrated into the platform to provide visitors with interactive access to specific aspects of the Ministry's environmental projects. Through interactive applications and multimedia presentations, visitors could navigate through timelines, view photo galleries, watch testimonial videos, and learn about the positive outcomes of the Ministry's interventions firsthand in the environmental field.





## FEEDBACK & SUCCESS

The gallery saw a significant turnout, with reported visitor numbers exceeding expectations. Attendees were generally impressed by the interactive and educational content displayed in the Gallery. Surveys and feedback forms indicated that the majority of visitors found the gallery informative and inspiring. Many expressed a desire to see similar events in the future.

Many visitors appreciated the gallery's ability to raise awareness about environmental issues.

The gallery was praised for its efforts to involve local artists, activists, and community groups. This not only highlighted grassroots initiatives but also fostered a sense of community and collective action.

The event received extensive media coverage, with articles and reports highlighting its impact and success.

The gallery was well-received in the press, with numerous outlets praising its innovative approach and the quality of the exhibits.





## Challenges

- Logistical Coordination** : Managing multiple vendors, ensuring timely setup, and handling last-minute changes in venue layout, equipment, or schedules can be challenging.
- Technical & Production Issues** :Unexpected failures in AV equipment, lighting, internet connectivity, or power supply can disrupt the event, requiring immediate troubleshooting and backup solutions.
- Crowd Management & Security** :Controlling large audiences, ensuring VIP guest security, and preventing overcrowding or unauthorized access require well-coordinated security measures.
- Time Management & Scheduling Adjustments** : Delays due to speaker no-shows, extended sessions, or last-minute agenda changes can disrupt the event flow and require rapid schedule adjustments.



# DUBAI INTERNATIONAL HUMANITARIAN AID AND DEVELOPMENT (DIHAD) CONFERENCE & EXHIBITION

Client  
**Khalifa Bin Zayed Al Nahyan  
Foundation**

Venue  
**DWTC**

Stands' Size  
**6 x 6 x 4H Meter**

Build Up Duration  
**3 Days**

Event Duration  
**4 Days**

Awarding Years  
**2018 & 2021**







## Overview

Khalifa Bin Zayed Al Nahyan Foundation Platforms at DIHAD exhibition showcased the foundation's extensive global humanitarian efforts. The 6m x 6m platforms combined high-quality multimedia displays, interactive elements, and curated exhibits to highlight the foundation's impactful work in various regions. In 2018, the platform designed with a traditional motifs, while in 2021 the platform designed with a modern aesthetic, the platform effectively conveyed the foundation's mission, values, and commitment to positive change, offering visitors an immersive and visually engaging experience. Through its thoughtful design and execution, the platform successfully communicated the foundation's dedication to humanitarian causes worldwide.



# PLANNING & DESIGN

## Space planning & Layout Design

The design concept for Khalifa Bin Zayed Al Nahyan Foundation Platform 2018 focused on blending traditional Emirati architecture with efficient space utilization to effectively highlight the foundation's global humanitarian efforts.

The design seamlessly integrated traditional Emirati architectural elements to reflect the foundation's cultural identity and heritage. Every detail, from materials to space arrangement, was thoughtfully chosen to evoke authenticity and a strong connection to the foundation's origins.



The design concept for Khalifa Bin Zayed Al Nahyan Foundation Platform 2021 revolved around modern aesthetics and optimized space utilization, ensuring a visually engaging and informative experience for visitors. The primary objective was to highlight the global humanitarian work carried out by the foundation, showcasing its extensive efforts in improving lives and supporting communities worldwide.

**Modern Aesthetics:** The design embraced sleek, contemporary lines and high-quality materials to create a visually appealing platform. The modern look was intended to resonate with a diverse audience, emphasizing the foundation's forward-thinking approach to humanitarian work.



## EXHIBITION STANDS



### Design and Fabrication Thematic Décor

**MDF (Medium-Density Fiberboard):** Smooth surface ideal for painting and shaping intricate designs, contributing to the modern aesthetic.

**Plywood:** Durable and strong, providing structural support with resistance to cracking, warping, and shrinking, used for both structural and decorative elements.

**Purpose:** Wood used for structural support and aesthetic appeal, with detailed designs that complement the modern look and provide a warm contrast to sleek materials.



**Vinyl Flooring:** Chosen for its modern look, durability, and waterproof properties, ideal for high-traffic public exhibition spaces.

The design effectively met all client requirements, focusing on showcasing Khalifa Bin Zayed Al Nahyan Foundation's global humanitarian efforts. Multimedia displays and interactive elements highlighted key initiatives in disaster relief, healthcare, education, and community development, offering visitors a comprehensive view of the foundation's mission, values, and impact.



### Event Setup

**Stand Construction & Branding:** A modern, visually appealing setup that effectively represented the foundation's mission and humanitarian work.

**Display & Exhibit Installation:** High-quality imagery, digital screens, and structured layouts for showcasing humanitarian initiatives.

**Lighting & Aesthetic Design:** Dynamic lighting and creative elements to enhance the overall visitor experience.



### Production & Technical Support

**Audio-Visual Equipment:** Large LED screens, projectors, and sound systems for impactful storytelling.

**Interactive Digital Displays:** Engaging touchscreens showcasing real-time data, project videos, and success stories.

### Furniture Services

**Custom Booth Furniture:** Comfortable seating, presentation tables, and interactive zones designed for visitor engagement.

**Meeting Areas for Discussions:** Private spaces for networking, donor engagement, and media interactions.

**Product Display Units:** Professional showcases for brochures, reports, and digital content.





## FEEDBACK & SUCCESS

Khalifa Bin Zayed Al Nahyan Foundation Platform 2018 received glowing feedback for effectively showcasing the foundation's global humanitarian impact. Visitors praised the innovative presentation and the integration of traditional Emirati architectural elements, which added cultural depth to the experience.

The platform's multimedia displays, interactive exhibits, and educational content deeply engaged visitors, fostering a strong understanding of the foundation's work. High-definition screens and interactive tablets brought to life the foundation's transformative initiatives, leaving visitors inspired and with a greater appreciation for the foundation's ongoing efforts to improve lives worldwide.

Khalifa Bin Zayed Al Nahyan Foundation Platform 2021 received strong positive feedback for effectively showcasing the foundation's global humanitarian efforts.

Visitors admired the platform's innovative presentation techniques and the integration of traditional Emirati architectural elements, which enriched the experience.

The multimedia displays, interactive exhibits, and educational materials created an engaging environment, allowing visitors to explore impactful stories of transformation in areas like disaster relief, healthcare, and education.





# ABU DHABI BOOK FAIR

Client  
Kuttab Publishing

Venue  
ADNEC

Size Area  
12 x 6 x 4h Meter

Build Up Duration  
3 Days

Event Duration  
5 Days

Awarding Years  
2015 & 2016



## Project Overview:



## Overview

Abu Dhabi Book Fair is known for bringing together a diverse range of international publishers, authors, and literary figures, making it a prime opportunity for Kuttab Publishing to solidify its role as a key player in the UAE's cultural landscape.

Kuttab Publishing 2015-2016 has been known for collaborating with local and regional authors to produce high-quality content that is both engaging and educational, making their stand a hub for educators, readers, and professionals interested in the literary scene of the UAE and the wider Arab world.

Kuttab Publishing had a significant presence at Abu Dhabi International Book Fair. As a UAE-based publisher, they focused on promoting Arabic literature, particularly children's books, educational content, and cultural publications that aligned with the vision of the UAE to support literacy and cultural preservation.

The stand have highlighted their commitment to offering a diverse range of genres, from children's stories to self-development and historical works. The presence of Emirati literary figures and the cozy, engaging design of their stand made it a cultural highlight.

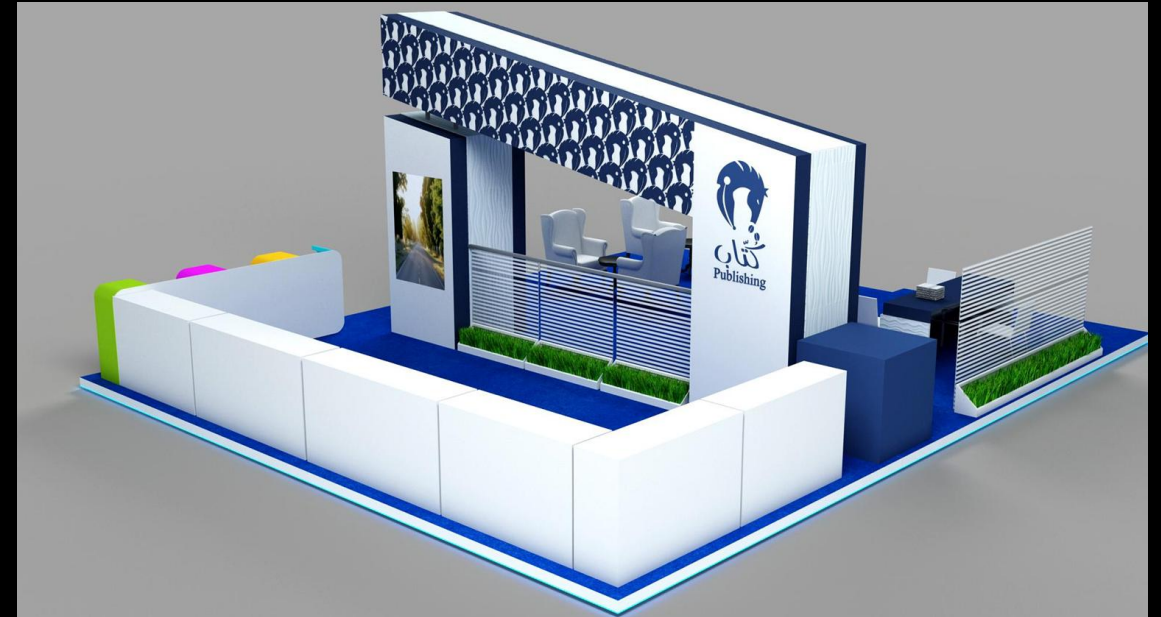
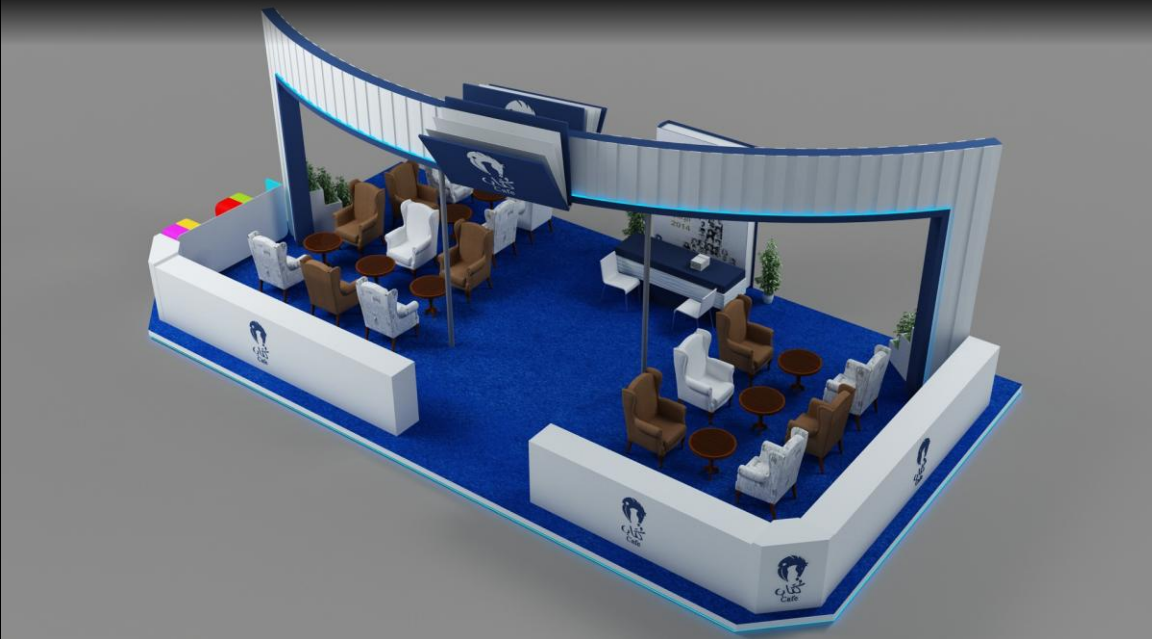


# PLANNING & DESIGN

This design concept balanced a modern, minimalist look with Arabic hospitality and welcoming vibes, representing the fusion of contemporary publishing with deep cultural roots, and making the booth a destination for anyone interested in deepening their knowledge of the clients' publications.

## Space planning & Layout Design

**Contemporary Minimalism:** The design would have been inspired by modern exhibition trends, focusing on clean lines, open spaces, and functional layouts. This type of design emphasizes a minimalist aesthetic, with few distractions, allowing the books and publications to take center stage.



**Open and Flowing Space:** The layout have been designed with an open-plan concept, allowing for easy movement between different sections of the stand. This approach makes the space inviting and accessible, encouraging visitors to explore freely and engage with the publications on display.

**Reading Nooks:** Small, cozy seating areas or reading corners have been incorporated to allow visitors, particularly children, to sit and read books comfortably. These enhanced the experience by making the stand feel more interactive and visitor-friendly.

**Sustainability and Modern Architecture:** Inspired by sustainable design principles, the use of eco-friendly materials or lighting may have been integrated to align with modern architectural movements that focus on environmental responsibility. The UAE takes pride in eco-conscious initiatives, which have been subtly reflected in the stand's design.



### Design and Fabrication Thematic Décor

**MDF (Medium-Density Fibreboard):** Selected for its versatility and smooth surface.CNC Islamic motif

**Plywood:** Chosen for its structural strength.

**Steel:** Used for its strength and durability, providing structural support and complementing the overall design.

**Purpose:** The combination of wood and steel served both structural and aesthetic purposes. Wood was cut into decorative shapes, and steel provided additional strength.

Customized Furniture

Customized printed wallpaper

**Flooring:** Carpet Flooring Utilized for its durability and aesthetic appeal, contributing to the overall modern look.

While designing Kuttab Publishing stand at Abu Dhabi International Bookfair, the client had a set of requirements and objectives to ensure the stand effectively represents their vision, culture, and goals. the design met all the client's requirements taking in consideration the representation of the client's identity and branding, effectively showcasing their publications while appealing to a broad audience through modern aesthetics and efficient space use.

By considering all these requirements, the stand became a successful platform for Kuttab Publishing to effectively engage with visitors, highlight their publications, and reinforce their brand's identity at the Abu Dhabi International Book Fair 2015.





## FEEDBACK & SUCCESS

The feedback and success of Kuttab Publishing's stand at Abu Dhabi International Book Fair were measured through the number of visitors stopping by the stand during the fair is a key indicator of success.

High traffic showed that the stand's design, layout, and branding were appealing and eye-catching.

A successful stand is one that not only attracts attention but also creates memorable experiences for visitors, enhances the brand's visibility, and supports the publishing house's goals, and that were the key indicators of Kuttab's stand success.

Positive feedback from visitors, increased sales and media coverage were all strong indicators of the stand's success.







# Saudi Entertainment & Amusement (SEA) Expo

Client  
Media Land Group

Venue  
Riyadh Front Exhibition &  
Conference Center

Stand Size  
8 x 6 x 4H Meter

Build Up Duration  
3 Days

Event Duration  
4 Days

Awarding Year  
2024





## Overview

The Saudi Entertainment and Amusement (SEA) Expo, the Middle East's largest event for the entertainment and attractions industry, is held annually at the Riyadh Front Exhibition & Conference Center.

Media Land Group participated for the first time in this edition, presenting its 360° services and solutions for events, entertainment, and leisure. The goal was to highlight our expertise in delivering large-scale projects aligned with Saudi Arabia's Vision 2030.





### Space planning & Layout Design

**Innovative & Immersive Design** Showcased expertise in entertainment, event management, and technical solutions through cutting-edge visuals and interactive displays.

**High-Tech Integration** Featured motion graphics, multimedia presentations, and LED walls for dynamic content, ensuring an engaging visitor experience.

**Creative & Technological Fusion** Combined visual storytelling with advanced technology for a seamless and memorable experience.

**Modern Aesthetic** Sleek, minimalist design with clean lines and spacious layouts for a welcoming atmosphere.

**Open & Accessible Layout** Encouraged visitor interaction with immersive technology in a user-friendly space.

### Design & Fabrication Thematic Décor

**MDF:** Chosen for its versatility and smooth finish.

**Plywood:** Selected for structural strength.

**Steel:** Used for durability, support, and design enhancement.

**Wood & Steel Combination:** Balanced aesthetics and stability, with decorative wood elements and reinforced steel structure.

**Vinyl Flooring:** Durable and visually appealing, complementing the modern design.





The implementation seamlessly combined modern aesthetics with efficient space utilization, creating a visually striking and functional platform. Sleek lines, high-quality materials, and strategic lighting contributed to a sophisticated, contemporary look. Optimized space planning ensured smooth visitor flow, making interactive displays easily accessible.

### Event Setup

Managed the complete setup process, including venue preparation, stage design, branding installations, seating arrangements, and exhibition space organization.

### Production & Technical Support

Provided high-quality audiovisual, lighting, and stage production solutions to ensure professional presentations, live broadcasts, and seamless event execution.

### On-Site Staff Management

Recruited, training, and supervising event staff, including registration personnel, ushers, security teams, and support staff, to maintain efficiency and guest satisfaction.

### Catering Services

**Hospitality for VIP Guests:** Dedicated service for government officials, investors, and media personnel.

**Compliance with Hygiene Standards:** Ensured high food safety and sanitation levels.

### Furniture Services

Supplied and arranging event furniture, such as seating, tables, podiums, and decorative elements, to create a comfortable and functional event environment.







### Branding Design and Printing

Media land group logo was prominently displayed throughout the stand for strong brand visibility, complemented by bold signage with clear messaging. High-quality graphics and imagery, including project photos and renderings, showcased MLG's achievements and were strategically placed to capture visitors' attention.

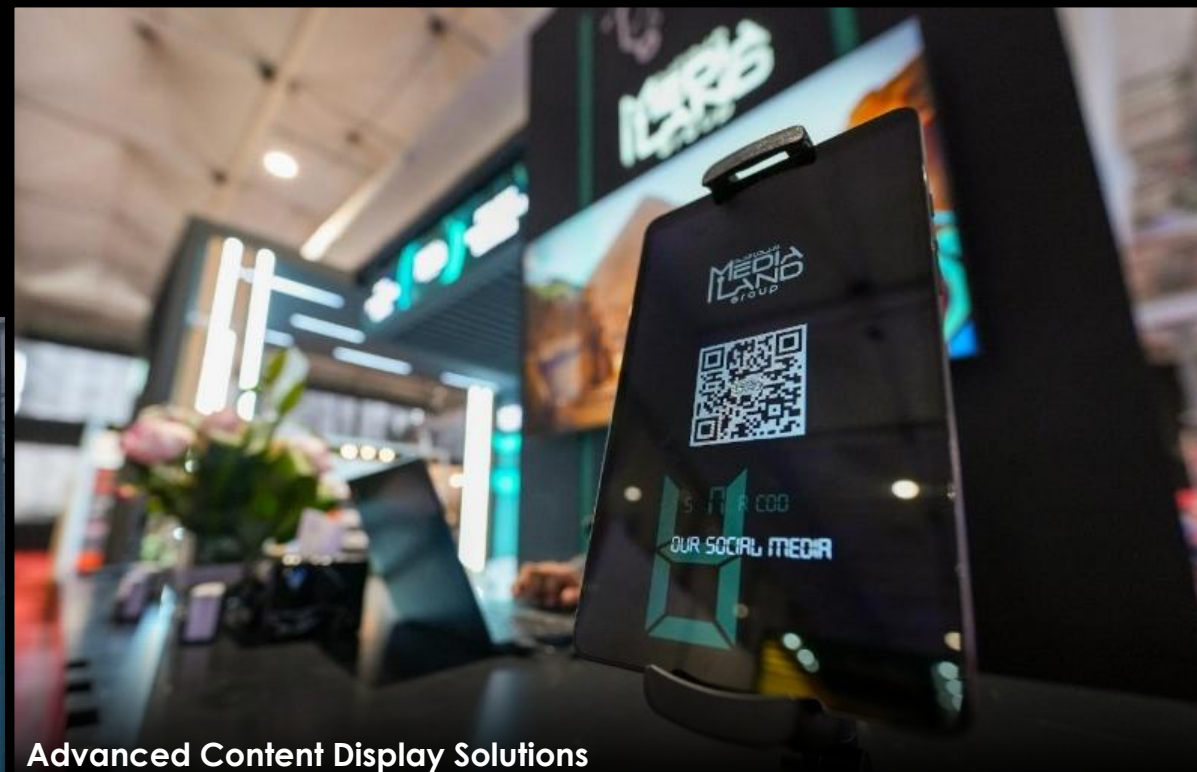
## MARKETING & PROMOTION



# TECHNOLOGY INTEGRATION



Tablets



## Advanced Content Display Solutions

**Tablet Integration:** Enabled visitor interaction through QR code scanning for social media access, project showreels, and branch contacts.

**Technology & Vision 2030:** Reflected MLG's commitment to innovation in entertainment, aligning with Saudi Arabia's Vision 2030.

**Digital Displays:** High-resolution video walls showcased MLG's mega projects through images, videos, and animations.

**Interactive Screens:** Provided dynamic presentations of MLG's achievements, highlighting expertise in technical solutions for events and attractions.



## EXHIBITION STANDS



## FEEDBACK & SUCCESS

Media Land Group stand at The Saudi Entertainment and Amusement (SEA) Expo garnered considerable attention from VIP visitors and industry leaders. The stand also received overwhelmingly positive feedback from visitors, highlighting its success in effectively showcasing the company's achievements in the events and entertainment industry.

High-profile figures from key organizations visited the Media Land Group's stand at SEA Expo such as : Mr. Diaa El-Din Hammad, Deputy Ambassador of Egypt in Riyadh, Kingdom of Saudi Arabia

The stand emphasized modern design elements and effective space planning, creating an engaging environment for attendees.

The success of our participation attributed to the company's expertise in event planning and management, aligning with the Kingdom's push towards enhancing the events industry under Vision 2030





# MBRHE Stands

**Client**  
Mohammed Bin Rashid  
Housing Establishment

**Venue**  
World Trade Center

**Stand Size**  
10 x 8 x 3H Meter

**Build Up Duration**  
3 Days

**Event Duration**  
4 Days

**Awarding Years**  
2015, 2016 & 2019





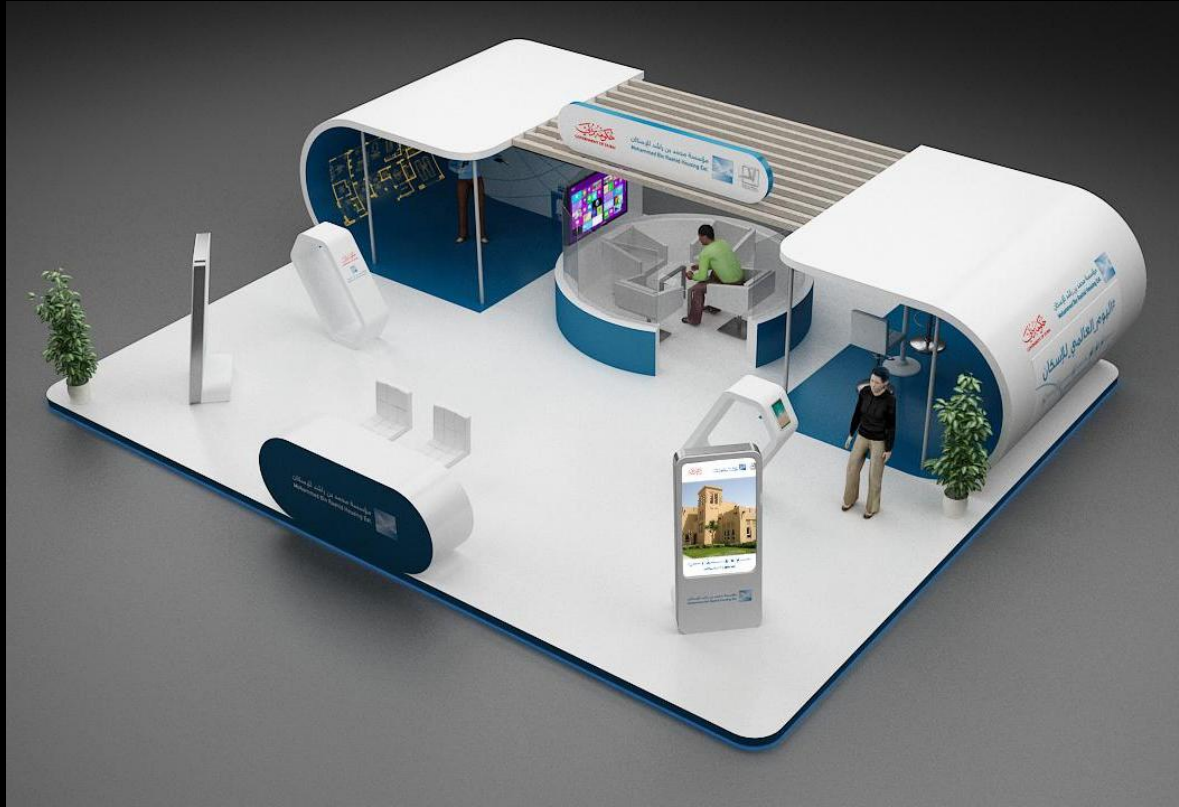


## Overview

Mohammed Bin Rashid Housing Establishment (MBRHE) participated in an event at the Dubai World Trade Center (DWTC) in, showcasing its commitment to providing sustainable and innovative housing solutions for UAE nationals. The platform aimed to highlight MBRHE's housing programs, smart services, and strategic initiatives designed to enhance the quality of life for Emirati families. The Stands highlighted the organization's contributions to real estate development.



# PLANNING & DESIGN



## Space Planning & Layout Design

Strategically planning the exhibition space to ensure a functional, accessible layout that effectively showcased MBRHE's initiatives and achievements.

## Design and Fabrication of Thematic Décor

Creating and fabricating thematic décor elements that reflected MBRHE's role in real estate development and aligned with its brand identity.



## EXHIBITION STANDS



## ON-SITE MANAGEMENT

### Event Setup

Coordinating the setup of the exhibition space, ensuring everything was ready and in place before the event opened.

### Production & Technical Support

Providing technical assistance for audiovisual equipment, lighting, and other production needs to ensure smooth operations.

### On-Site Staff Management

Managing on-site staff to ensure the efficient operation of the platform and to assist visitors throughout the event.

### Catering Services

Offering food and beverage services to guests and staff.

### Furniture Services

Supplying and arranging furniture to enhance the exhibition's design and functionality.

### Installation and Dismantling

Overseeing the installation and dismantling of the exhibition setup, ensuring proper handling of all components.







## Technology Integration

### Advanced Content Display Solutions

Utilizing innovative display technologies to showcase MBRHE's projects and initiatives in a visually impactful way.

### Interactive Visitor Engagement Technologies

Incorporating interactive features such as touchscreens to engage visitors and provide them with a deeper understanding of MBRHE's offerings.

### Smart Event Management & Data Analytics

Implementing smart technologies to streamline event operations, monitor visitor interactions, and gather data for optimizing future events.





## FEEDBACK & SUCCESS

MBRHE stands at DWTC received overwhelmingly positive feedback from visitors, highlighting its success in effectively showcasing the company's contributions and achievements in real estate development. Visitors praised the modern and aesthetically pleasing design, which seamlessly blended contemporary elements with functional space utilization. The detailed multimedia presentations and hands-on displays provided an immersive educational experience, leaving visitors impressed with MBRHE's commitment to excellence and sustainability in the real state industry



# CAIRO INTERNATIONAL BOOK FAIR

Client  
National Library & Archives

Venue  
Al Manara International  
Conference Center

Stand Size  
8 x 6 x 4H Meter

Build Up Duration  
3 Days

Event Duration  
14 Days

Awarding Years  
2018, 2022 & 2024







## Overview

Cairo International Book Fair is a prestigious and well-attended cultural event, provided an exceptional platform for organizations like National Library & Archives of the United Arab Emirates to exhibit their identity and contributions. This annual event attracts a diverse audience, including scholars, literary enthusiasts, historians, and the public, offering a unique opportunity for cultural exchange and knowledge sharing.

The primary objective was to showcase the extensive historical and future content curated by National Library & Archives.

The Stand showcased a range of historical documents, films, and publications highlighting the deep-rooted ties between the UAE and Egypt, as well as the UAE's cultural heritage



# Planning & Design

This phase involved strategic space planning to create an engaging, functional layout for the UAE's exhibition area, ensuring an optimal flow for visitors and a well-organized presentation of materials.

**Space Planning & Layout Design:** The space was carefully designed to maximize interaction and accessibility, showcasing the UAE's heritage and future initiatives through thoughtful arrangements.

**Design and Fabrication of Thematic Décor:** Thematic décor was designed and fabricated to reflect the UAE's cultural identity, enhancing the visual impact and creating an immersive experience for attendees.







## ON-SITE MANAGEMENT

### Event Setup

Managed the setup of the stand, ensuring a seamless presentation of exhibits.

### Production & Technical Support

Provided technical assistance for multimedia displays and interactive elements.

### On-Site Staff Management

Coordinated and supervised on-site staff for smooth event execution.

### Catering Services

Arranged refreshments and hospitality for visitors and staff.



### Furniture Services

Supplied and arranged comfortable seating areas for visitors.

### Ushering Services

Provided ushers to create a smooth and engaging visitor experience.

### Shipping and Storage

Managed logistics for the transportation and storage of materials.

### Installation and Dismantling

Oversaw the efficient installation and removal of the stand and exhibits.



## EXHIBITION STANDS



## Media Site Coverage

### Photography and Videography Coverage for the Event

Captured key moments and highlights of the stand to document the event.

### Social Media Teasers

Produced engaging teasers to generate buzz and attract attendees to the pavilion.

### Video Production for the Event

Created a professional video showcasing the library's exhibits and initiatives during the fair.





## TECHNOLOGY INTEGRATION

### Advanced Content Display Solutions

Implemented high-definition screens to display digital archives and multimedia presentations.

### Interactive Visitor Engagement Technologies

Integrated interactive tablets and touchscreens to allow visitors to explore content and learn more about the exhibits.

### Smart Event Management & Data Analytics

Utilized technology to streamline event management and track visitor engagement for insights and improvements.





### Interactive Visitor Engagement Technologies

#### LED Screen:

High-definition displays showcased historical documentaries, digital archives, and future initiatives.

Created an immersive and interactive experience, enhancing visitor engagement.



#### Multimedia Screens:

Multimedia screens were integrated in NLA's stand to showcase the digital archives and initiatives like AGDA and Google Arts & Culture. This highlights the institution's focus on modern technology in preserving history





## FEEDBACK & SUCCESS

National Library & Archives' stands at Cairo International Book Fair garnered overwhelmingly positive feedback, with huge numbers of visitors who actively engaging with the stand. The stand received a number of senior officials and cultural figures on its platform, most notably His Excellency Dr. Mostafa Madbouly, Prime Minister of Egypt, Her Excellency Mariam Al Kaabi, Ambassador of the United Arab Emirates to the Arab Republic of Egypt, and a number of senior writers and media professionals

He concluded his participation in the Cairo International Book Fair 2024 with his cultural initiative "Khair Jalis", which represented the donation of hundreds of his valuable books to Egyptian public libraries. This cultural initiative came as an affirmation of the depth of cultural relations between the sisterly United Arab Emirates and the Arab Republic of Egypt, and out of National Archives and Library's belief that its publications provide the reader with a pioneering national experience in unity, construction and prosperity.

The stand was highly successful in achieving its primary goal of representing the identity of National Library & Archives and its contributions to the UAE's history and future





# Abu Dhabi & Sharjah INTERNATIONAL BOOK FAIR

Client  
National Library & Archives

Venue  
Sharjah Expo & ADNEC

Stands Size  
12 x 9 x 5H Meter  
8 x 6 x 4H Meter

Build Up Duration  
3 Days

Event Duration  
4 Days

Awarding Year  
2021





## Overview

Abu Dhabi & Sharjah International Book Fairs 2021 provided a prestigious platform for National Library & Archives of the UAE to showcase its contributions to preserving the nation's heritage.

Their participation highlighted both historical treasures, such as rare documents and artifacts, and future initiatives aimed at preserving and promoting the UAE's cultural heritage. The stand focused on engaging the public, educating visitors on the institution's role, and fostering networking opportunities with cultural institutions, scholars, and the public.



# PLANNING & DESIGN

## Abu Dhabi Stand

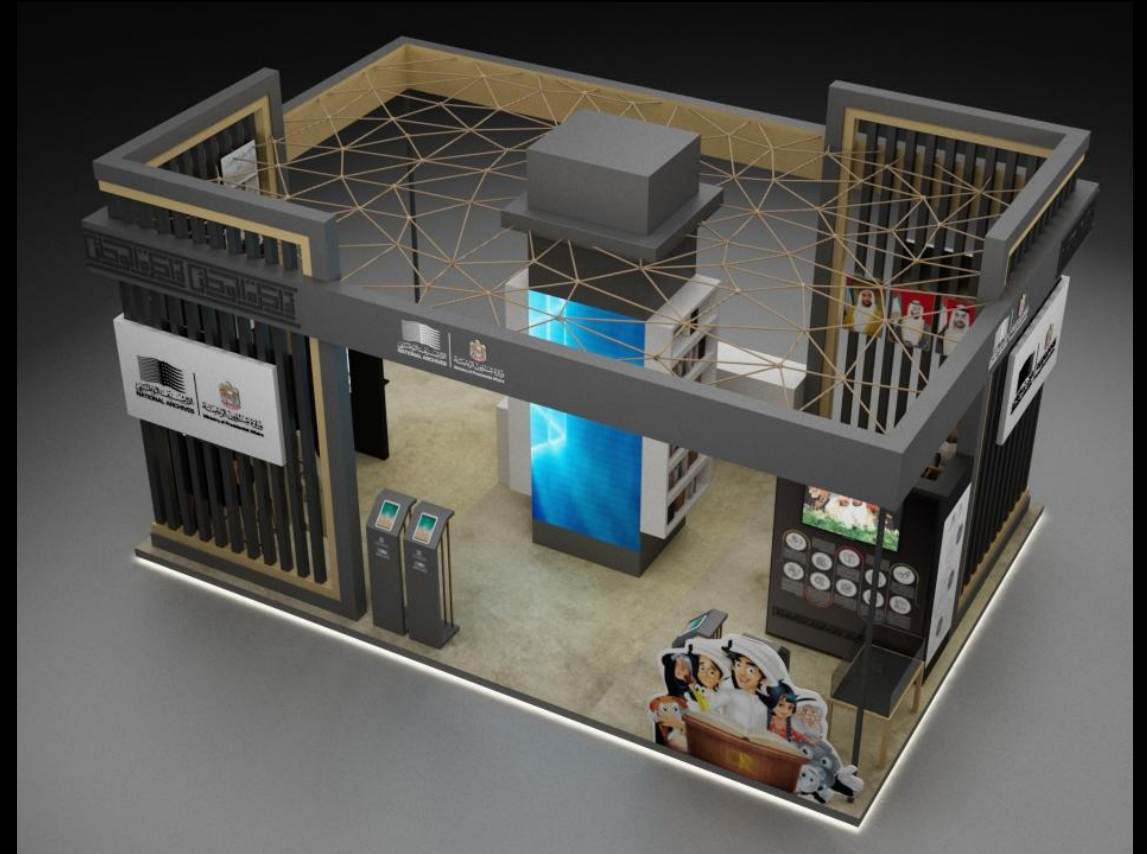
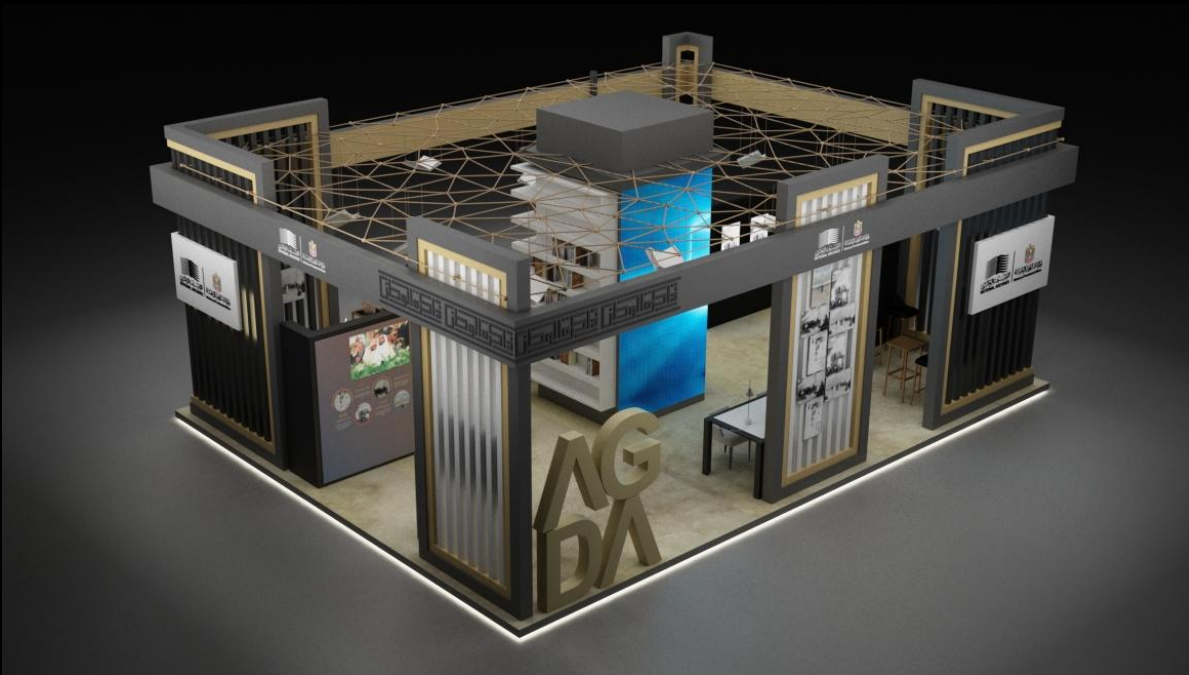
**Historical Displays:** Showcased significant documents and artifacts.

**Interactive Areas:** Engaged visitors with digital presentations and multimedia content.

**Information Counters:** Staffed with knowledgeable personnel for inquiries.

**Seating Area:** Comfortable seating for visitors.

**Stand Size:** 12m x 9m x 5m.



## Sharjah Stand

**Compact Historical Displays:** Curated selection of important documents and artifacts.

**Interactive Digital Displays:** Smaller interactive areas for presentations.

**Information Desk:** Central hub for visitor interaction.

**Seating Area:** Cozy seating for comfort.

**Stand Size:** 6m x 9m x 5m.

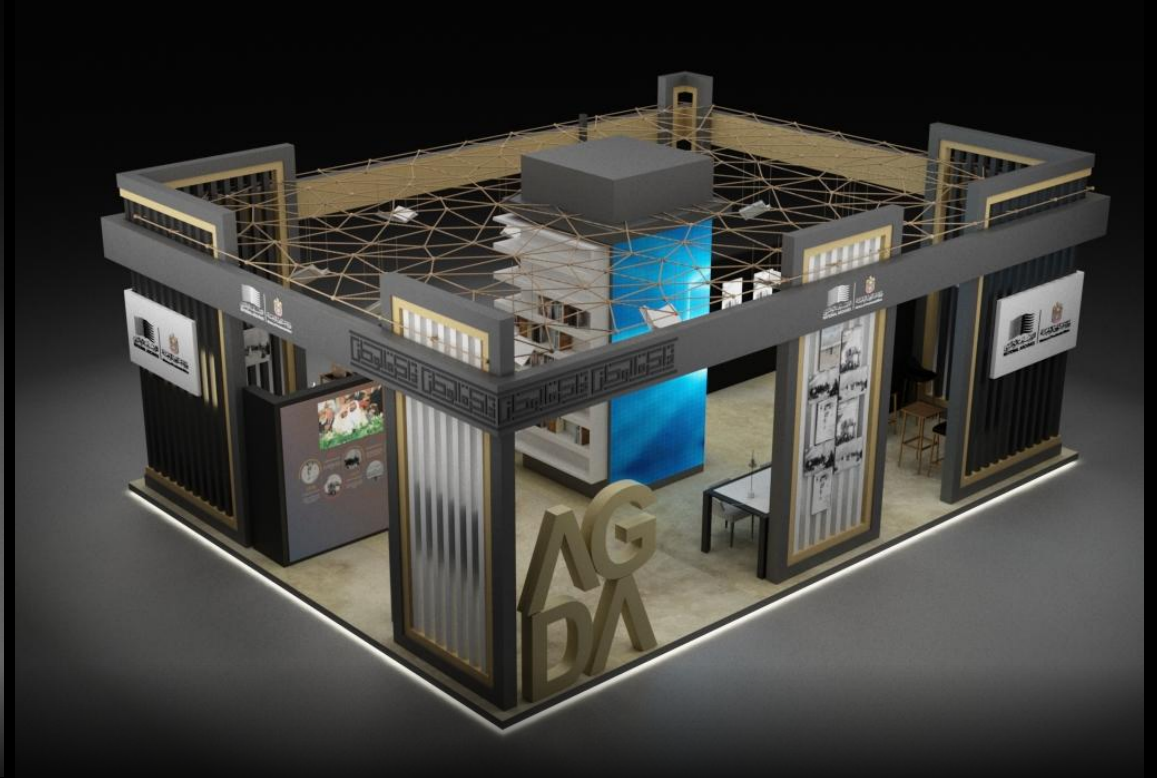




### Space planning & Layout Design

**Design Focus:** Modernity and effective space utilization to present historical and future content.

**Primary Focus:** Showcase UAE's rich history and forward-looking initiatives in cultural heritage preservation.



### Design Concept

**Contemporary Aesthetics:** Sleek lines, modern materials, and a neutral color palette for sophistication.

**Open Layout:** Ensured smooth visitor flow and easy navigation.

**Multi-functional Spaces:** Integrated display areas, interactive sections, information counters, and seating zones for optimized space use.





### Design and Fabrication Thematic Décor

#### Optimized Layout

Effective use of space with distinct zones for historical displays, interactive elements, and seating areas. Smooth visitor flow and prevention of overcrowding.

#### Functional Design

Flexible layout with modular displays and movable partitions. Adaptable to visitor traffic and exhibit needs, ensuring functionality and aesthetic appeal.

#### Modern Design

Sleek lines, neutral colors, and high-quality materials for a sophisticated atmosphere.

#### Innovative Technology Integration

High-definition screens and interactive tablets for dynamic engagement.



### Event Setup

Coordination of booth installations and dismantling  
Layout planning and venue preparation  
Electrical and lighting arrangements  
Branding and signage installation

### Production & Technical Support

Audio-visual setup for conferences, panel discussions, and live sessions  
Live streaming and digital content support  
IT infrastructure management, including Wi-Fi and connectivity  
Troubleshooting and real-time tech assistance



### On-Site Staff Management

Registration and information desk personnel  
Volunteers for guidance and event support

### Catering Services

Special VIP catering arrangements  
Compliance with hygiene and health regulations

### Furniture Services

Rental and setup of tables, chairs, podiums, and lounge areas  
Custom booth furniture arrangements for exhibitors  
Seating arrangements for panel discussions and workshops





## MEDIA SITE COVERAGE

The Services ensured high-quality documentation, promotion, and real-time engagement for a wider audience. These services helped maximize the event's visibility through various digital and traditional media channels.

### Photography & Videography Coverage for the Event

- Professional on-site photography capturing key moments, exhibitions, and special events
- High-quality videography of panel discussions, book launches, and cultural activities
- Real-time media uploads for press and promotional use

### Social Media Teasers

- Short teaser videos highlighting event preparations, major attractions, and guest speakers
- Engaging clips for platforms like Instagram, Twitter, Facebook, and LinkedIn

### Video Production Post the Event

- Full-scale event video production, including interviews, panel discussions, and behind-the-scenes footage
- Post-event highlight reels showcasing key moments and attendee experiences
- Editing and distribution of video content for media partners, exhibitors, and sponsors





## FEEDBACK & SUCCESS

While the exhibition was a prestigious and successful event, various challenges emerged across different areas, impacting operations, visitor engagement, and overall execution.

**Venue Logistics & Setup Delays** :Coordinating the timely setup of booths, furniture, and equipment while ensuring compliance with safety regulations.

**Space Constraints** :Allocating sufficient space for exhibitors, workshops, and networking areas while maintaining accessibility.

**Content Production Delays**: Editing and releasing event highlights, interviews, and promotional materials in a short time frame.



# ARCHITECTURE & FITOUT

MLG COMPANY PROFILE



We don't just create inspiring spaces for businesses.  
We create inspiring places for people.



Timeline

00 DAYS

Total Area

0000 Square meters

# GCC Summit



ALULA



The 41st summit of the Gulf Cooperation Council (GCC) Supreme Council was held in AlUla, Saudi Arabia, at the renowned Maraya Hall, recognized by Guinness World Records as the "World's Largest Mirrored Building."

GCC leaders gathered at Maraya Hall in AlUla, featuring 9,740 square meters of mirrors reflecting AlUla's beauty. They endorsed the AlUla Declaration, resolving disputes with Qatar and promoting unity, marking a significant diplomatic milestone for regional stability.

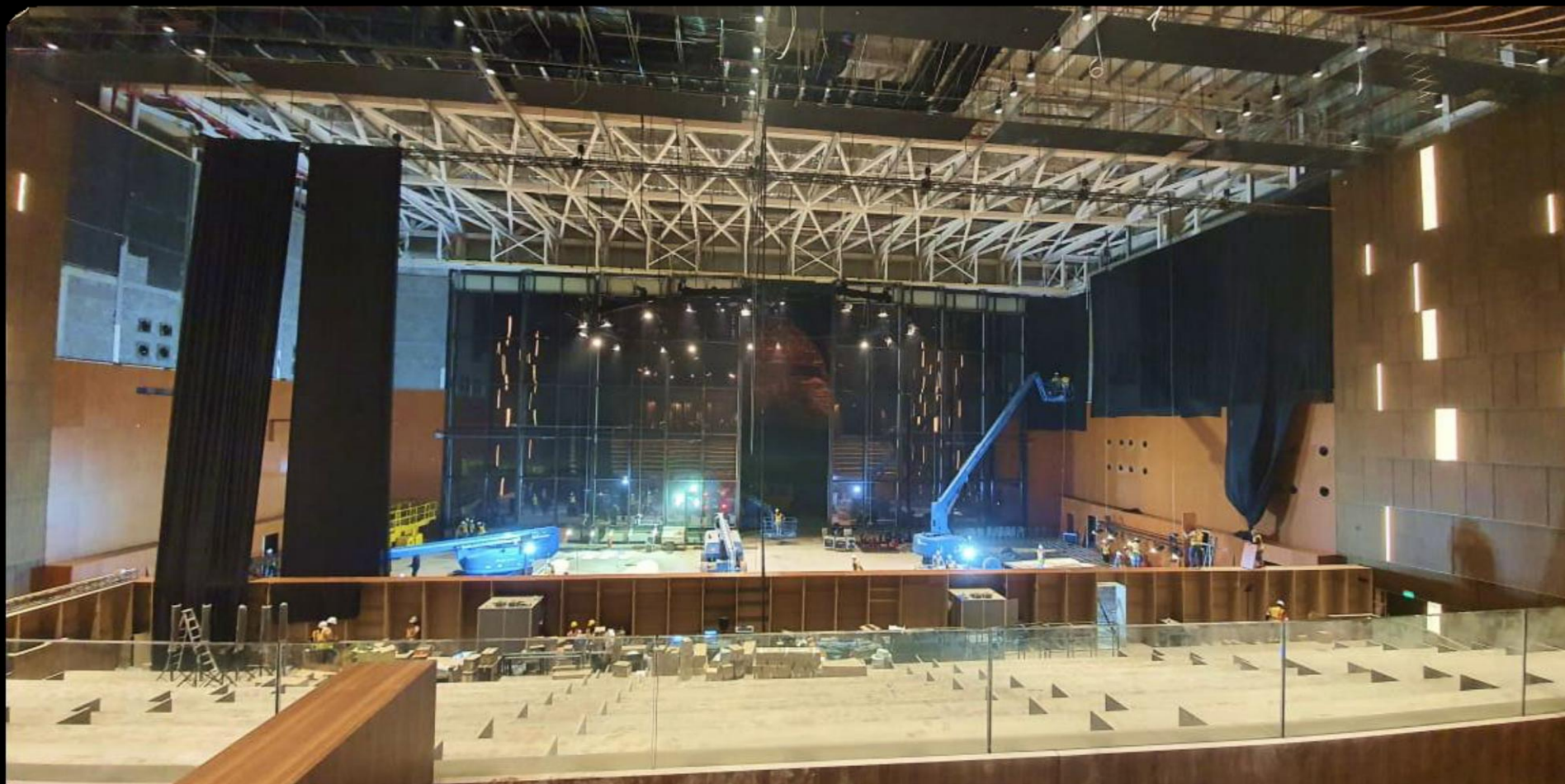


sela

الهيئة الملكية لمحافظة العلا  
Royal Commission for Al-Ula







**Architectural planning** involves envisioning the venue layout, accommodating meeting, exhibition, lounge, and dining space needs. **Crafting structures** that embody the cultural and diplomatic essence of the occasion while adhering to **safety and accessibility regulations**.

# Architectural Planning





# Interior Design

Interior design involves crafting a hospitable and distinguished ambiance by decorating interiors in harmony with the summit's theme. Choosing furnishings, fabrics, and lighting to enrich the atmosphere and usability of each area. Infusing cultural motifs and symbolism to resonate with participants.







## Electricity

**Electricity management involves assessing power needs for lighting, audio-visual equipment, and other technical demands.**

**Setting up temporary electrical systems, including backup generators, to sustain summit operations seamlessly.**

**Adhering to electrical codes and safety protocols to minimize event risks.**





# Finishing & Material Selection

**Customizing furniture involves choosing or designing pieces that enhance the interior design and fulfill functional requirements. Tailoring furnishings to integrate branding or meet specific summit needs. Managing delivery, assembly, and placement to seamlessly blend with the overall design.**







## Cladding Work

**Completing the exterior cladding involves fitting materials to improve the summit venue's appearance and resilience.**







## Branding

**Branding entails creating a visual identity and brand components that convey the importance and objectives of the summit. Crafting signage, banners, and digital materials aligned with official colors, logos, and themes. Maintaining coherence across all branding assets to reinforce the summit's message and promote recognition.**





**Selecting finishes resistant to environmental conditions, offering insulation for energy conservation. Coordinating with contractors for accurate installation and timely project finalization.**



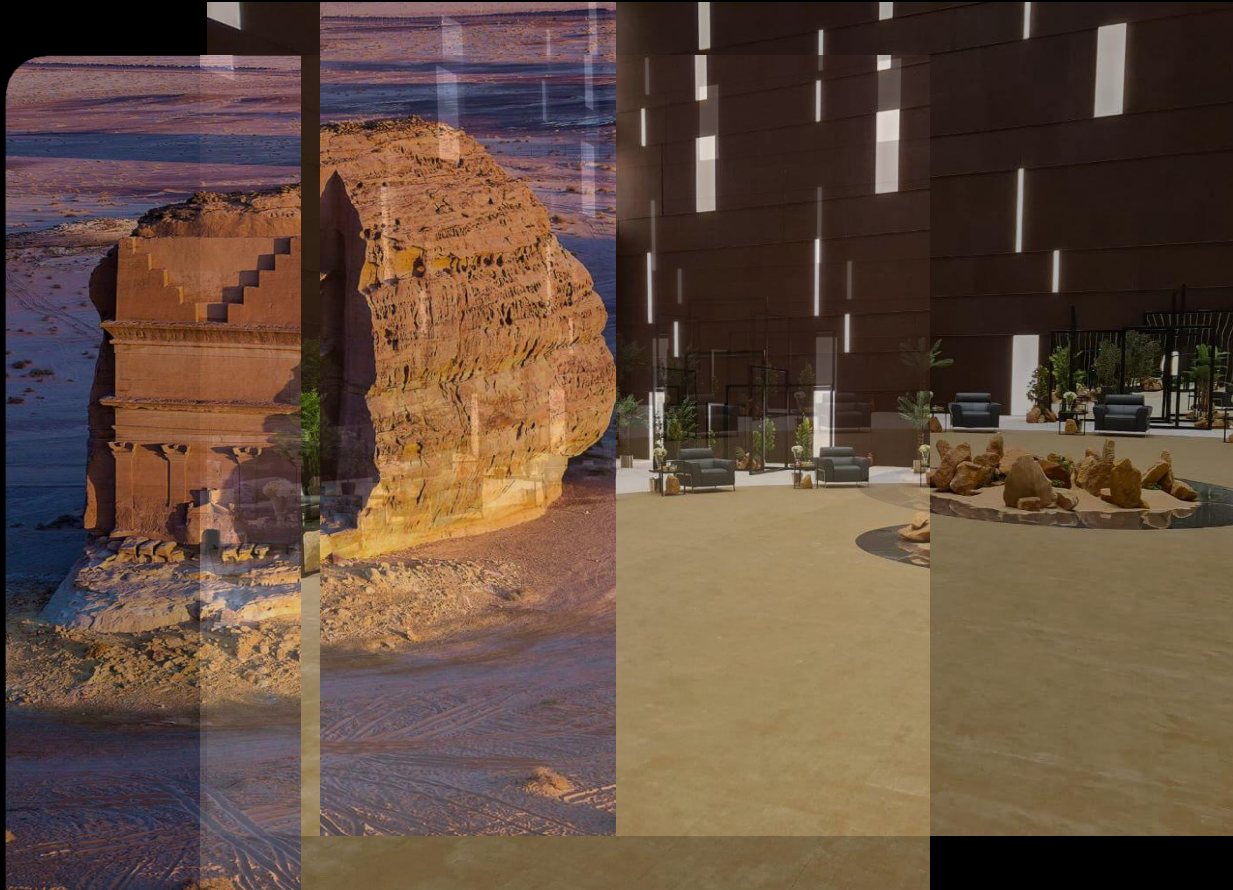




# Project Management

**Entails supervising the entire process from start to finish, emphasizing efficiency, quality, and punctuality. Initiation involves outlining summit objectives, scope, agenda, outcomes, and audience. Setting project goals, timelines, and budgets. Identifying stakeholders and establishing communication channels for transparency and alignment.**

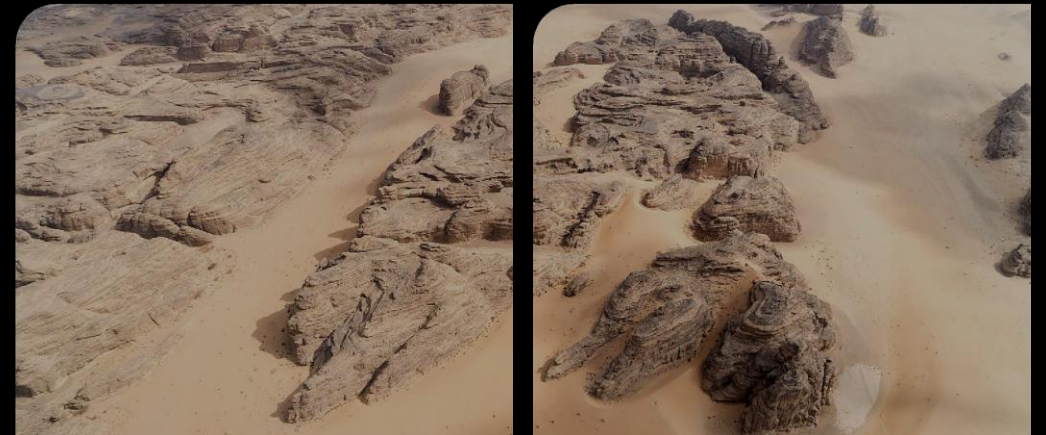




Despite these obstacles, **our team** showcased **adaptability and problem-solving skills**, navigating time, budget, client adjustments, and logistical complexities to deliver a project meeting all specifications and upholding **Media Land's standards**.

The project faced hurdles due to time constraints, requiring completion in just two days despite its scale and the client's demands. Our team tackled this by working around the clock.

The primary **challenge** stemmed from the prestigious **nature of the event and its VIP attendees**, necessitating swift, top-tier work.



# Challenges



Timeline

00 DAYS

Total Area

000 Square meters

9740 SQUARE MATERS

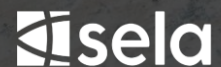
# Sela Office





**The offices of The Sela Company, located in the esteemed Morocco State Pavilion on Boulevard World in Riyadh, showcase a harmonious blend of modern design and practicality.**

Strategically situated in this lively area, the workspace reflects the company's commitment to innovation, providing a dynamic setting for its staff.







The outdoor seating areas enrich the **professional setting**, merging the indoor space with **Boulevard World's lively ambiance**. Employees and visitors can **relax and interact** in this vibrant environment. This seamless blend of indoor and outdoor spaces amplifies the overall atmosphere, **reflecting Sela Company's commitment to innovation and flexibility**.

The space features administrative offices and welcoming outdoor seating areas, designed meticulously to enhance efficiency and teamwork. Embracing contemporary architectural styles, the design incorporates advanced materials for both aesthetic and functional benefits.

This modern approach extends to **state-of-the-art** facilities promoting **productivity and comfort**.







# Architectural Design

We initiated the project with a thorough site analysis and discussions with the Sela team to grasp their preferences and needs. Through joint brainstorming, we developed the **architectural design**, considering aspects like functionality, aesthetics, and compliance with regulations. We subsequently transformed these concepts into **detailed architectural drawings**, encompassing floor plans, elevations, and sections, offering a clear implementation guide.





# Exterior Design

We aim to craft an appealing and inviting facade for your establishment, drawing customers and elevating the area's atmosphere. Our choice of materials and finishes harmonizes with the architectural style.

Additionally, we integrate landscaping, signage, and lighting to form a unified and welcoming outdoor space.







Prioritizing both aesthetics and functionality, our interior design team meticulously crafted the layout and chose furnishings, fixtures, and finishes.

We emphasized aligning the interior design with SELA brand identity while ensuring customer comfort and satisfaction.

# Interior Design



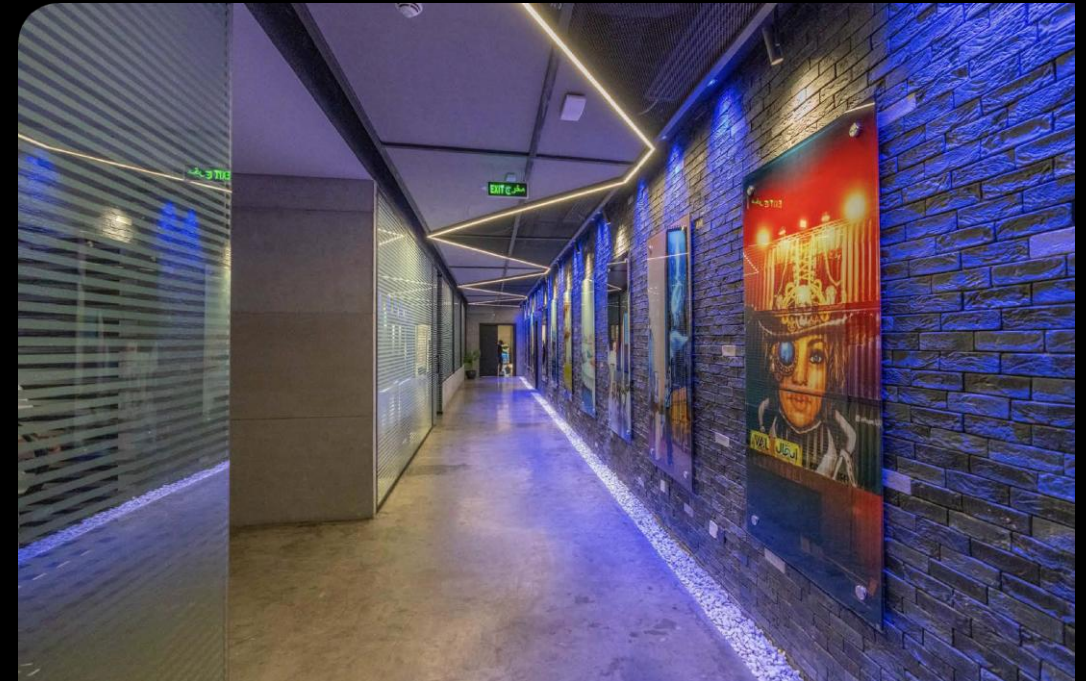


## Electricity & MEP Coordination

We guarantee compliance with building codes and standards, emphasizing safety and efficiency at every stage.

Ensuring the smooth integration of electrical and mechanical systems is crucial for the functionality and safety of SELA offices.

Our architectural team worked closely with MEP engineers to design and coordinate the placement and installation of electrical, lighting, HVAC, and plumbing systems.







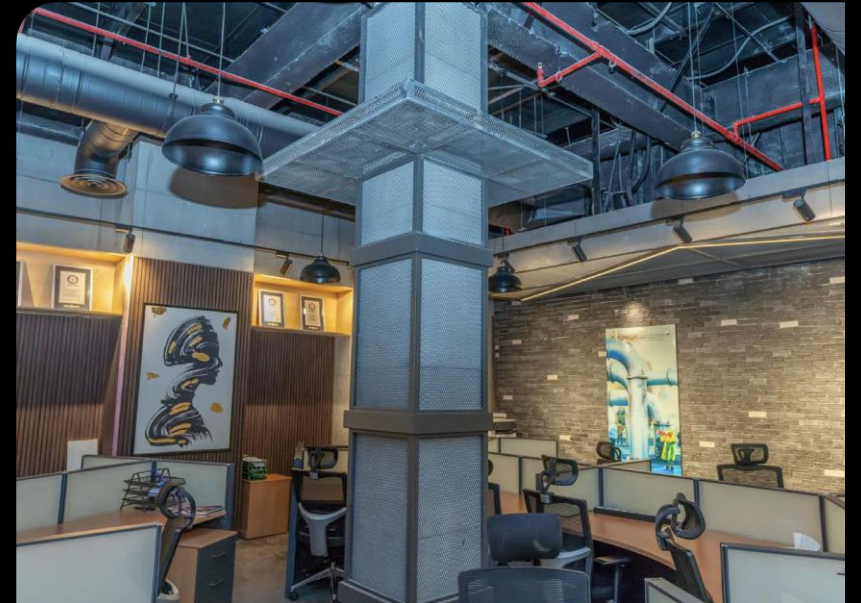




# Finishing & Material Selection

The selection of finishes and materials significantly influences the project's appearance and atmosphere.

We conducted thorough research and sourcing to choose **high-quality materials** aligning with the **client's aesthetic**, durability, and budgetary needs. From flooring and wall treatments to cabinetry and countertops, each material was chosen meticulously to elevate the space's **beauty and functionality**.



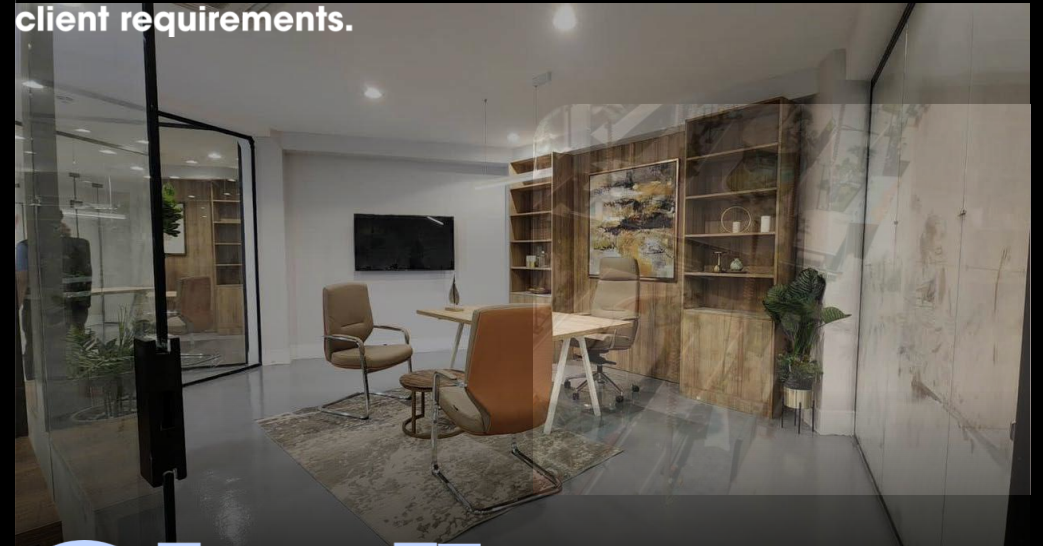




The SELA OFFICE project illustrates our team's resilience and problem-solving skills. Despite time constraints, budget limitations, and client-driven alterations, we successfully delivered a project that met all criteria and maintained Media Land's standards.

The project had a demanding timeline given its scale and client needs. We addressed this by adopting a continuous 24/7 work approach, ensuring the project was completed on schedule while meeting all specifications.

We encountered **several modifications requested** by the client during the project. These changes were implemented without surpassing the budget or prolonging the timeline. **Our team** showcased **adaptability in responding** to shifting client requirements.



# Challenges



Timeline

10 DAYS

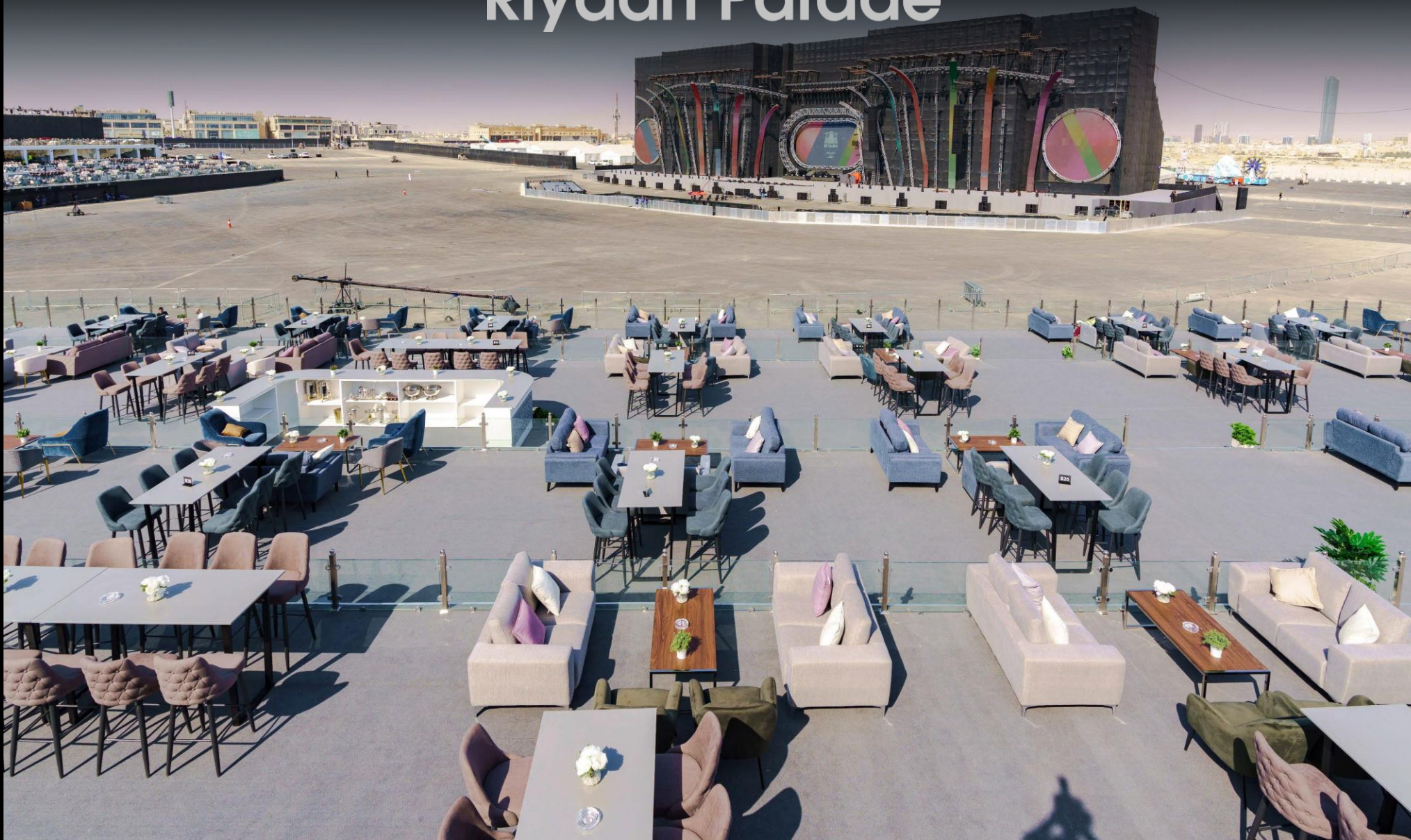
Total Area

5850 Square meters

Architectural Facades

520 Square meters

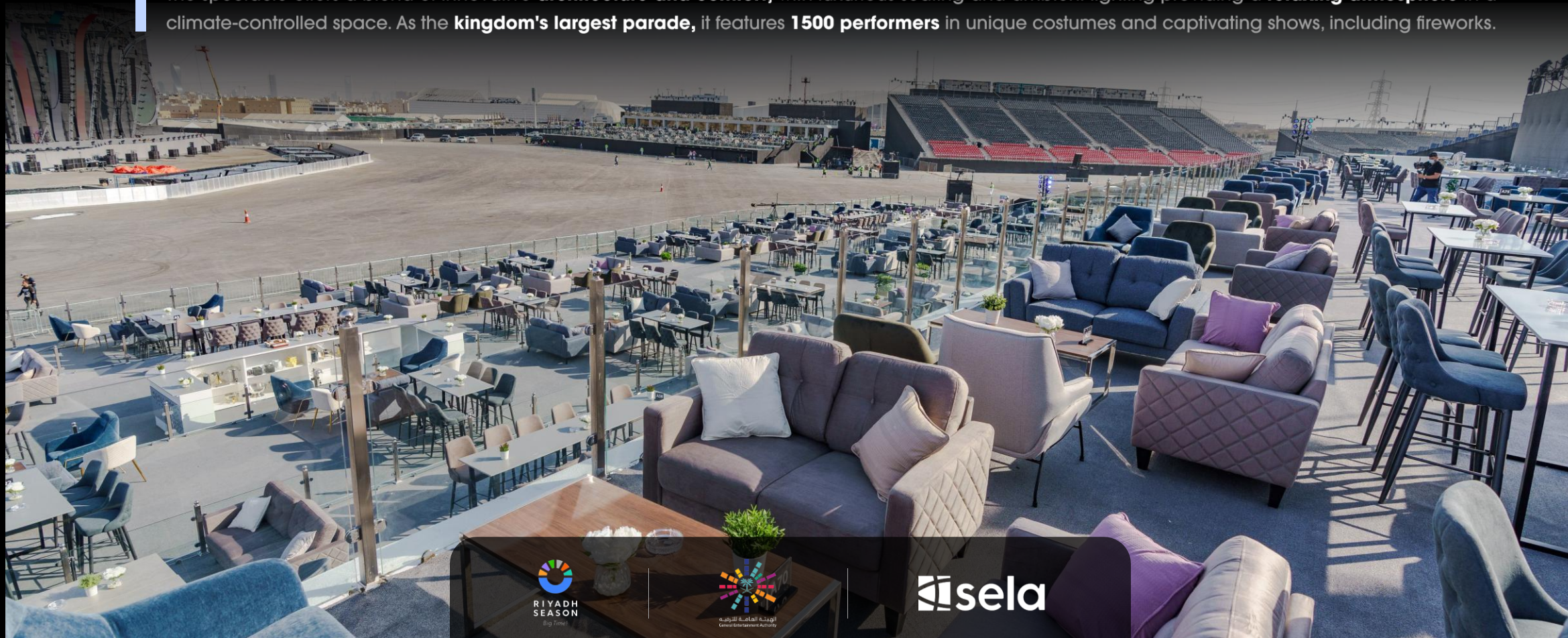
# Riyadh Parade





The Riyadh Parade is the key event of Riyadh Seasons, a well-planned gathering featuring cultural celebrations. It showcases diversity and creativity, starting the 2021 season with two versatile platforms for community enjoyment.

The spectacle offers a blend of innovative **architecture and comfort**, with luxurious seating and ambient lighting providing a **relaxing atmosphere** in a climate-controlled space. As the **kingdom's largest parade**, it features **1500 performers** in unique costumes and captivating shows, including fireworks.

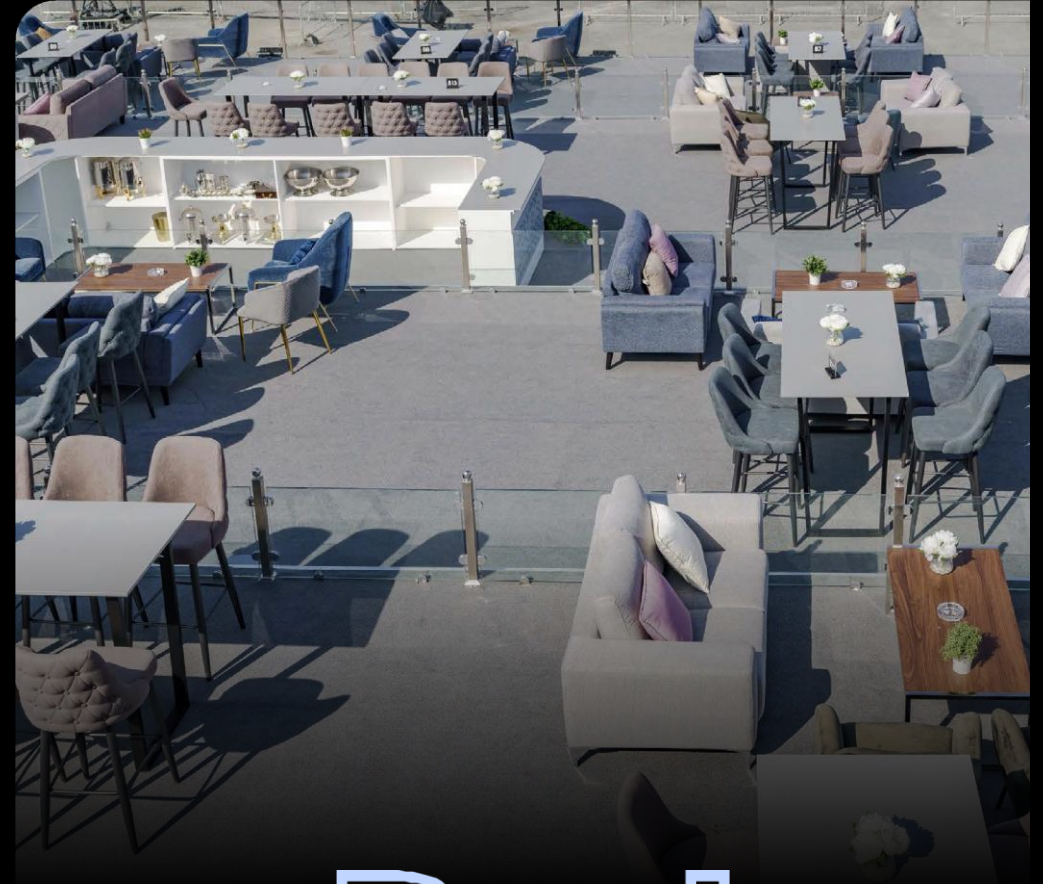






Adjacent to the sanctuary is an open-air seating area, inviting guests to enjoy Riyadh Seasons' vibrancy under the sky with durable outdoor furniture.

The upper seating area offers **luxury and exclusivity**, reserved for VIPs and private guests with **panoramic views**. Tailored services, plush amenities, and gourmet food ensure a premium experience with maximum **comfort and satisfaction**.



# Design & Build





**Perform detailed site evaluations to grasp space needs and limitations. Create architectural plans and drawings in partnership with stakeholders. Adhere to local building codes, regulations, and safety norms. Integrate aesthetic features and practical aspects into the design, harmonizing form and function.**

# Architectural Planning





Collaborate with **structural engineers** to guarantee **stability and safety**.  
Manufacture steel parts away from the site and erect them on-site following the endorsed designs.

## Steel Design Coordination

**Construct steel structures, develop frameworks, beams, pillars, and trusses using steel materials.**

**Determine the load-bearing capabilities and structural robustness to endure environmental conditions.**







# Exterior Design

Create exterior elevations and facades that resonate with the architectural style and vision of the project.

**Choose durable, weather-resistant, and visually appealing exterior materials, finishes, and cladding systems. Craft outdoor areas, landscaping features, and site amenities that harmonize with the project's overall design. Integrate sustainable design approaches to reduce environmental impact and improve energy efficiency.**





# Interior Design & Fit Out

Plan interior arrangements encompassing spatial structure, flow, and furniture positioning. Choose interior finishes, materials, hues, and textures to elevate both the visual appeal and utility. Incorporate lighting, HVAC, and other systems harmoniously within the interior scheme. Develop visualizations and 3D models to conceptualize the envisioned interior areas.







Collaborate with manufacturers and suppliers to obtain **cladding materials and accessories**.  
Perform **quality control checks** to confirm precise installation and compliance with standards.

## Finishing & Material Selection

**Finishing & Material Selection, Final Cladding Installation, Implement exterior cladding materials like metal panels, glass curtain walls, or stone veneers.**

**Secure effective sealing and weather protection** to shield the building from moisture and external factors.







## Furniture & Equipment Procurement

**Choose and purchase interior furnishings, encompassing furniture, fixtures, and equipment (FF&E). Work with suppliers and vendors to find quality furnishings within budget limits. Set up and position furniture based on interior design and spatial arrangements. Confirm that finishes and furniture choices match the project's aesthetic and functional needs.**







**The RIYADH PARADE project posed significant challenges, including tight deadlines, budget constraints, and changing client demands. Despite these obstacles, our team showed unwavering commitment and adaptability, meeting Media Land's high standards.**

The project had a brief implementation window. To tackle this, our team embraced a continuous 24/7 work approach, enhancing productivity and efficiency throughout.

# Challenges



# Our Clients

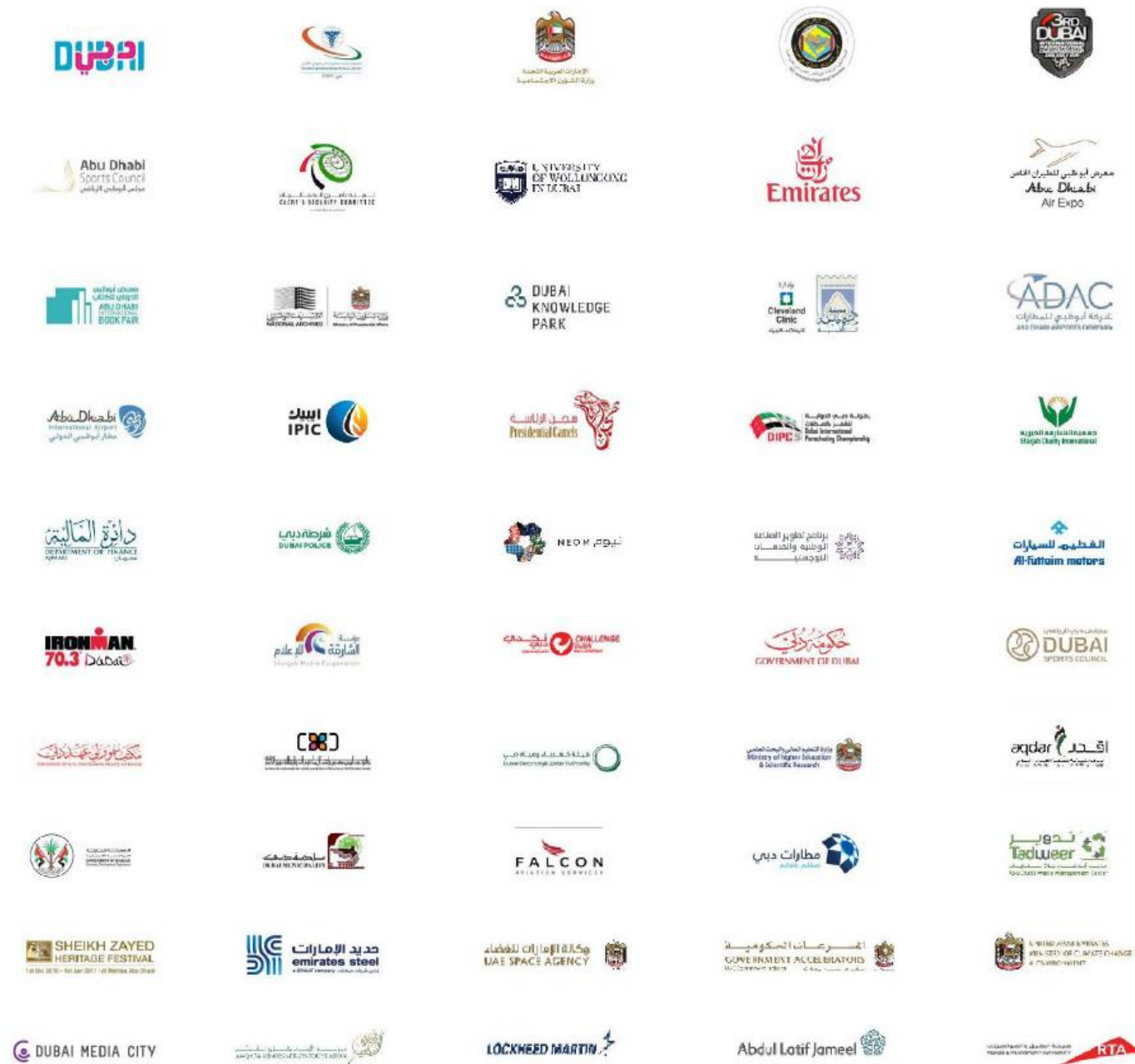
Our clients' satisfaction is at the heart of everything we do, driving us to continuously deliver excellence and exceed standards.





# Our Clients

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# Our Clients

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Thank You

# Let's Talk

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